

MANAGEMENT- MGNT 3618-01
Spring 2017
MW 11:00 AM-12:15 PM – Miller Hall #2213

Instructor: Mr. Richard Sigman Office Hours: M 9:15-11am, 3:15- 4:45pm, W 9:15- 11am
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Required Text:

Longenecker, Petty, Palich, Hoy. Small Business Management 18e. Cengage Learning.

Course Description:

This course consists of a study of the principles of entrepreneurship and the real world application of those principals. The course will use case studies and a real life marketing strategy project to help students understand the challenges and rewards of business ownership.

Learning Objectives Related to Learning Goals:

1. Students will demonstrate an in-depth understanding of new ventures and how they originate. (BBA 4)
2. Students will demonstrate an in-depth understanding of how the integration of a number of different disciplines, (including marketing, economics, finance, accounting, law, leadership, ethics, and human resource management) form the foundation of a business. (BBA 4)
3. Students will research and evaluate new business opportunities. (BBA 1, MGT 2)

Credit Hour Policy (3 credit hours)

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Student Rights and Responsibilities

Please carefully review the information at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Academic Dishonesty:

Academic dishonesty in any form will not be tolerated. Academic dishonesty includes cheating, collaboration, plagiarizing, etc. Any instances of academic dishonesty will be dealt with in accordance with University policies, which may include failing the assignment, failing grade in the course and/or referral to the Vice President for Student Affairs (<http://www.westga.edu/undergrad/1762.htm>).

Requests for Modifications

Any students requiring modifications should make an appointment to meet with the instructor as soon as possible. An official letter from UWG documenting the disability is required in order to receive accommodations. Disability Services can be accessed at: <http://www.westga.edu/accessibility> .

CourseDen:

Announcements and changes in the schedule will be made through CourseDen. Copies of the syllabus, PowerPoint slides and other materials will be available on CourseDen. CourseDen is accessible at <http://westga.view.usg.edu>

Attendance:

You are expected to prepare for, attend, and actively participate in class. Attendance will be taken in each class. You are allowed 2 lecture absences. Your attendance grade will be penalized for each additional absence. Each missed lecture, beyond 2, will lower your attendance grade by 1% of your total course grade up to 5%. You must have a legitimate reason for missing an exam (death in the family, serious illness, etc.). If you are going to miss an exam, you must contact me prior to the test otherwise you will receive a zero for the exam. **With prior approval, missed exams can be made up on the date of the final exam.**

Technology:

The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester. **Cell phones should always be turned off or on silent and NEVER used during class.**

Evaluation of Course Objectives

Exams	75%
Marketing Strategy Project	15%
Attendance	5%
Entrepreneur Interview	5%

You will have a total of **FOUR** exams in this course. The comprehensive final exam is optional and can be used to replace your lowest exam grade. The exam format could be multiple choice, short answer, true/false or discussion. The exams are worth **75%** of your total grade.

Class Participation

You will be expected to participate in all class participation activities. Activities could be group assignments, case studies, etc. The activities are used to help in your understanding of various topics covered during the class.

You may also have the opportunity to earn extra points towards exams on some of the activities. In addition, questions from any of the class participation activities could be on any of the exams.

Extra Credit and Extra Points

No one student will be given extra credit opportunities or extra points at the beginning, middle or end of the course. The instructor reserves the right to give the entire class and extra credit opportunity at his discretion. There are **NO** exceptions.

Grading Scale:

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: <60

The Syllabus

The instructor can change the syllabus as needed during the semester.

Important Links:

- CourseDen (D2L) Home Page - <https://westga.view.usg.edu>
- CourseDen Help & Troubleshooting - <http://uwgonline.westga.edu/students.php>
- Textbook Website - <http://www.cengagebrain.com/shop/isbn/9781285867502>
- Ingram Library Services - <http://www.westga.edu/library/index.php>
- University Bookstore - <http://www.bookstore.westga.edu/>
- Accessibility Services - <http://www.westga.edu/accessibility>

Tentative Schedule

Date	Topic	Assignment
January 9	Introduction	Review Syllabus
January 11	True Colors	Try True Colors
January 16	MLK Jr. Holiday	No Class
January 18	Chapter 1- Entrepreneurial Life	Read chapter
January 23	Chapter 2- Integrity, Ethics, and Social Ent.	Read chapter
January 25	Chapter 3- Starting a Small Business	Read Chapter
January 30	Chapter 4- Franchises and Buyouts	Read Chapter
February 1	Exam Review/ Team Day	Study for Exam
February 6	Exam 1- Chapters 1-4	
February 8	Guest Speaker Projects	
February 13	Ch 5 &6, Family Business, Business Plan	Read chapters
February 15	Chapter 7- Marketing Plan	Read chapters
February 20	Chapter 8- The Organizational Plan	Read chapters
February 22	Exam Review/ Team Day	Study For Exam
February 27	Exam 2 – Chapters 5-8	
March 1	Chapter 9- Location Plan	
March 6	Chapter 10- Understanding the Financials	Read chapters
March 8	Chapter 11- Forecasting	Read chapter
March 13	Ch 12 & 13- Sources of Financing, Exit strategy	Read chapter
March 15	Exam Review/ Team Day	Study for Exam
March 20	Spring Break	No Class
March 22	Spring Break	No Class
March 27	Exam 3- Chapters 9-13	
March 29	Chapter 15- Product Development and Supply Chain	Read chapter
April 3	Chapter 19- Professional Management	Read chapter
April 5	Chapter 20- Managing Human Resources	Read chapters
April 10	Chapter 21- Managing Risks	Read Chapters
April 12	Exam Review/ Team Day	Study For Exam
April 17	Exam 4- Chapters 15, 19, 20, 21	
April 19	Final Q&A with business clients	
April 24	Team Presentations	
April 26	Team Presentations	
May 1	Final Exam Review	Study For Exam
Date/Time TBD	Optional Comprehensive Final Exam	