

**Richards College of Business, University of West Georgia**  
**MGNT 3618: Entrepreneurship and Small Business Management**

**Spring Semester 2018**  
**Sec. # 01D – M/W 5:30 pm – 6:45 pm, Classroom 2201 Miller Hall RCOB**

<b>Instructor Contact Information</b>	
<b>Instructor:</b> Kim Green, Ph.D., CFA	<b>Office phone:</b> 678-839-4831
<b>Office:</b> Miller Hall RCOB Building 2319	<b>Office hours:</b> Tu and Th 9:00 am – 11:00 am, 12:15 pm – 1:00 pm; Mon 4:30 pm – 5:15 pm, or other by appointment or email
<b>E-mail:</b> Through CourseDen or kgreen@westga.edu	

## **COURSE SET-UP AND FORMAT**

### **PREREQUISITES:**

MGNT 3600 and MKTG 3803

### **CREDIT HOUR POLICY (3 credit hours):**

This course is worth three (3) credit hours. Each week for approximately fifteen weeks, students in this class will generally spend 150 minutes with faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom. This out-of-class work may include, but is not limited to, readings, assignments, projects, research, and test preparation. Over the semester, this time totals the equivalent of 2250 minutes of instruction (seat-time) and an additional 4500 minutes of supporting activities (independent work for preparation, review, study, completing assignments, etc.). The course will be delivered partially online. Approximately 35% – 40% of the seat-time content will be delivered in the classroom, and approximately 60% – 65% will be delivered online.

### **COURSE FORMAT:**

***This is a partially online course. Classroom sessions are indicated on the schedule in the syllabus. Exams will be taken in the classroom at the scheduled class time.*** Students are required to use CourseDen throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, individual work, submitting assignments, etc.

### **NECESSARY TECHNOLOGY:**

The following technology will be needed for completing this class successfully:

- Access to a personal computer (PC or MAC) with speakers
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact your instructor immediately. Completion of course requirements will be difficult and cumbersome without high-speed internet service.
- Software requirements: Microsoft Office 2007 or higher (available through UWG ITS), Adobe Reader, BlackBoard Collaborate, and other potentially required downloads listed in CourseDen (D2L).

## **COURSE DESCRIPTION AND OBJECTIVES**

### **COURSE DESCRIPTION:**

This course is intended to provide students with a solid foundation in the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. Broadly speaking, this process perspective should reveal the sustainable nature of entrepreneurship – or entrepreneurship over the life cycles of people’s careers, of organizations as they evolve from start-up

enterprise to sizeable corporation, and of societies as they move from undeveloped to post-industrial. However, our principal focus will be on the creation of new ventures, the ways that they come into being, and factors associated with their success. This course integrates a number of different disciplines, ranging from sociology and psychology to economics, finance, marketing, and human resource management. The course also mixes theory with practice, and you will be challenged to apply principles, concepts and frameworks to real world situations.

Course content will include the identification and analysis of market opportunities, the analysis and acquisition of resources required to capture market opportunities, and the launch of a new venture. This process will be assessed from the perspectives of the entrepreneur, customers, competitors and investors. Whether this course succeeds or fails in its objectives does not depend on whether students are prepared to successfully start and run a business solely as a result of taking the course. From exposure to the fundamental aspects or basic issues of the subject, it is hoped that the students will acquire relevant knowledge, understand, and appreciate the challenges and advantages of entrepreneurship regardless of whether or not they consider practicing it.

### **COURSE OBJECTIVES:**

The course is built around the following core objectives:

1. Demonstrate in-depth understanding of new ventures and how they originate. (BBA 4)
2. Demonstrate 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. Research and evaluate new business opportunities. (BBA 1, MGT 2)

In our efforts to accomplish these objectives, this course will present you with opportunities to participate in activities geared toward developing the following skills:

- \* Explain the activities of entrepreneurs and the entrepreneurial potential within individuals;
- \* Explain the role of entrepreneurship within society, at the level of the organization, and in your own personal life;
- \* Identify ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and others;
- \* Manage the process of entrepreneurship;
- \* Examine an entrepreneurial opportunity;
- \* Evaluate the feasibility of creative new business concepts to be turned into sustainable businesses.

The course will use a combination of lectures, exercises, case studies, class discussion, individual projects, and examinations to accomplish these objectives.

### **COURSE MATERIALS**

#### **REQUIRED TEXTBOOK:**

*Small Business Management in the 21<sup>st</sup> Century, version 1.0.* 2012. David T. Cadden and Sandra L. Lueder. Flat World Knowledge, [www.flatworldknowledge.com](http://www.flatworldknowledge.com). eISBN: 978-1-4533-4556-6. You can use the following link to access our course page.

<https://students.flatworldknowledge.com/course/2577164>

A free pdf of the textbook will be posted for you on CourseDen. Students have the option to purchase the textbook in several digital formats or to order a printed book. There are also study aids available with some of the purchase options through the publisher's website.

If the link above does not work, you can go to the Flat World Knowledge website (<https://catalog.flatworldknowledge.com/>), click on the "Buy My Book" menu choice at the top of the main page, then search by professor, school, course, or book name.

#### **ARTICLES AND CASES:**

Cases and articles will be either posted on CourseDen, distributed in class, or accessible through the library with instructions provided in class.

### COURSE DEN:

Throughout the semester, announcements and assignments may be posted on CourseDen. Students should check CourseDen frequently.

### TECHNICAL SUPPORT FOR COURSE MATERIALS:

Technical support is available for the systems you will use in this course.

For assistance with CourseDen, there are several ways to contact the university's online Help Desk.

**E-mail:** [online@westga.edu](mailto:online@westga.edu)

**Call:** UWG Online Helpdesk, M-F 8am-5pm, 678-839-6248 or 1-855-933-UWGO (8946)

**Online Chat:** <http://uwgonline.westga.edu/uwgonline/chat-with-us.php>

CourseDen assistance is also available through the Help Desk of the university system of Georgia at:

**24-Hour Help:** CourseDen (D2L)

Toll-free 1-855-772-0423

<https://D2Lhelp.view.usg.edu>

### COURSE STRUCTURE AND EVALUATION

The content material for the course is organized into five modules or units. The first unit will get you started with the set-up of the course. The textbook chapters are distributed across Units 1 – 5 as follows:

- Module 1: Introduction: Getting Started – Chapter 1
- Module 2: Opportunity Recognition and Plan Formulation – Chapters 2 and 5
- Module 3: Market Analysis, Marketing Plans, and Business Models – Chapters 4, 6, 7, and 8
- Module 4: Financing and Staffing – Chapters 9, 10, 11, and 12
- Module 5: Challenges, Growth, Globalization, and Exit – Chapters 3, 14, and 15

There is a separate folder on CourseDen for each module. Each folder contains a checklist for the module that identifies all of the work you should complete for that module. The PowerPoint files, cases, articles, and any videos posted for you will be included in the appropriate module folder.

### TABLE OF COURSE EVALUATION CRITERIA: ASSIGNMENTS AND POINTS

ASSIGNMENT	POINTS	PERCENTAGE OF SEMESTER POINTS
Exam 1 (Chapters 1, 2, 5)	185	18.5%
Exam 2 (Chapters 4, 6, 7, 8)	185	18.5%
Exam 3 (Chapters 9, 10, 11, 12)	185	18.5%
Exam 4 (Chapters 3, 14, 15)	185	18.5%
Discussion Board Posts (25 points per assignment x 5 boards)	125	12.5%
Reflection and Learning assignment	35	3.5%
<i>Components of Business Plan Review Project:</i>		
Written report that reviews and analyzes a business plan	50	5%
Prepare a PowerPoint file of 5 slides summarizing your analysis	30	3%
Participate in class presentations of the analysis summaries	20	2%
<b>TOTAL POINTS</b>	1,000	100%
Optional Extra Credit Opportunities (details provided below and in CourseDen folder)		
Attendance at scheduled class sessions		up to 20 points
Watch a video and write a one-page paper using creative thinking		up to 15 points

### FINAL GRADE FOR THE COURSE

The final grade for this course will be assigned on the basis of total points earned. There is no adjustment for trends over time (either positively or negatively). Final Grades will be assigned based on the following points:

- A: 895 (89.5%) to 1000 points
- B: 795 (79.5%) to 894 points
- C: 695 (69.5%) to 794 points
- D: 595 (59.5%) to 694 points
- F: 594 points and below

## **DETAILS ABOUT ASSIGNMENTS**

### **EXAMS**

There will be four exams given during the semester. Each of these exams is worth 18.5% of the semester grade. Each exam will cover only the material introduced since the previous exam. The exam format will typically consist of objective questions (i.e., multiple choice, problems) and short answer and/or essay questions. The format of each exam will be announced in advance. Exam questions will cover material from the textbook, online modules, cases, lectures and in-class discussions and exercises.

Make-up exams will be given only in the event of a university-accepted documented circumstance (including, for example, illness, death in the family, required participation in University-sanctioned function, religious holiday).

### **DISCUSSION BOARD PARTICIPATION (5 sessions, 25 points each)**

There will be five discussion board sessions during the semester. Each session will be worth up to 25 points. The discussion boards have due dates specified in the Course Schedule at the end of this syllabus (each is end of day 11:59 pm on a Sunday). See the checklist for each module to find the full instructions for each module's discussion board.

For each discussion board, students are required to (a) post comments, analysis, thoughts, and reactions to questions specific to the unit and (b) post a response, reaction to, or comment about *at least two posts* made by other students. You will likely need to return to the discussion board more than once during the open window in order to post your comments about other students' ideas. The questions that will begin each unit's discussion are included in the checklists that accompany each unit.

These posts will be graded for (a) participation, accuracy and detail in your answers, and (b) the thoroughness, depth of insight, courtesy, and professionalism of your responses to the posts made by other students. The highest scores will be earned by students who identify important themes in the discussion, tie together several comments, and connect the discussion directly to the content material either covered in the current unit or building on previous units.

*Late posts will be accepted but will receive a 50% reduction in points as a penalty for late submission.*

### **REFLECTION AND LEARNING ASSIGNMENT**

Due by the end of the semester is an assignment in which each student compiles a small set of at least five (5) items that the student sees as illustrative of things learned in this class about entrepreneurship and small business management. These items can be widely defined -- any combination of things such as images, quotes, headlines, articles, products, financial statements, patents, music, blog posts, and so on. This project can be as practical or as creative as the student desires. This assignment is designed for students to connect course concepts to things they find interesting, with a goal of making those concepts more memorable and useful in the future. Entrepreneurship and small business management involve creative problem-solving, making clever ties between disparate resources, and bringing an idea and vision into reality. This assignment provides an opportunity to practice those skills.

The required submission is (a) a one single-spaced page summarizing the items and (b) the items (in some form – a picture, written description, internet link, etc.). The written page will include an overall abstract (approximately 200 – 500 words) and an explanation of each item and how it fits into the student's set of items. The items can be submitted digitally (in the CourseDen dropbox) or in hard copy. More detailed instructions will be given in class and posted in the assignment folder on CourseDen.

*Reports submitted after the due date will be subject to a grade penalty of one letter grade per day.*

## ANALYSIS OF A PREPARED BUSINESS PLAN

This project has three graded components: (a) a written analysis, (b) a PowerPoint file of five slides that summarizes the analysis, and (c) participation in class presentations and discussion about the analysis.

**(a) Written Analysis:** Each student will review and analyze one existing, full business plan chosen from a set of plans provided by the instructor. Each student will submit an original analysis (i.e., evaluation, review, critique) of that plan. This paper will comment on both positive and negative aspects of the plan. You will consider: the level of professionalism with which the plan is written; whether all necessary/expected sections of a business plan are adequately presented; whether the business described in the plan is viable and sustainable (i.e., the merit of the idea as an on-going business); and what changes you would recommend that would help to improve and strengthen the business plan document or the business itself.

The analysis should be approximately two-to-three single-spaced pages in length (or five-six double-spaced pages if you prefer to double space the document). This paper is due by the end of the scheduled final exam session for this class, Monday, May 7, by 7 pm. More instructions, a grading rubric, and the plans available for review are posted on CourseDen.

*Reports submitted after the due date will be subject to a grade penalty of one letter grade per day.*

**(b) PowerPoint Presentation Slides:** Each student will prepare no more than five (5) PowerPoint slides (not including a cover slide if you wish) to give an overview of the student's analysis of the business plan. Those slides will be submitted to the instructor. And, those slides will be discussed in class on Monday, April 30 (5:30 pm class time). During this session (a graded component – see paragraph below), students will work in small groups to compare their analyses and discuss their findings. The instructor will provide guideline questions to structure these discussions. Note that this presentation/discussion session occurs a week before the final written document is due.

**(c) Participation in Class Discussion of Business Plan Analysis:** The class session described above is a graded component of the business plan review assignment. Students may, if they wish, submit the PowerPoint slides and the written report without attending the class discussion session; but this approach will earn zero points for the class discussion component of the project.

## EXTRA CREDIT

You can earn up to 35 points of extra credit by (a) attending class sessions scheduled for the classroom other than exam and presentation sessions and (b) completing a short paper about questions related to a video.

**(a) Extra credit for class attendance (up to 20 points):** As indicated on the schedule for the class, we will meet in the classroom on ten days (not counting exams and the paper presentation at the end of the semester). You can earn extra credit based on the number of those sessions that you attend. As you attend more days, the credit increases. As shown in the table below, up to a total of 20 points can be earned if you attend all ten sessions. You receive no extra credit if you attend only five or fewer classes. Extra credit begins with the sixth class session you attend and increases from there. Roll will be taken at the beginning of the class period for the purpose of counting extra credit. No credit will be earned if you arrive more than ten minutes late or if you leave class early.

Number of Classroom Class Sessions Attended	Points of Extra Credit
0 – 5 classes attended	No extra credit (0 points)
6 classes	5 points
7 classes	10 points
8 classes	14 points
9 classes	17 points
10 classes	20 points

**(b) Extra credit paper (up to 15 points):** For up to 15 points of extra credit, you can submit a short paper in which you practice creative thinking and consider how businesses are created to meet various needs and activities of potential customers. We will look at the concepts in different settings. More detailed instructions are provided in the Extra Credit folder on CourseDen. In short,

- The paper should be one single-spaced page in length.
- As the basis for the paper, watch one of two videos: “Secrets of the Shining Knight (Knights in Shining Armor)” or “Secrets of Stonehenge”. (Links are provided in the instructions on CourseDen. You do not have to watch the entire video. But watch enough to address some interesting questions in your paper.)
- A list of suggested questions and topics is provided on the detailed instruction sheet. Choose some of the suggested questions and/or develop some perspectives of your own from which to evaluate business concepts in the context of the video. Remember that we are looking to make connections to business concepts.
- Remember, you can submit only one paper for this extra credit assignment, even though there are two videos (choose only one).

## **COURSE POLICIES**

### **STUDENT RIGHTS AND RESPONSIBILITIES**

Carefully review the information at this link:

<https://www.westga.edu/UWGSyllabusPolicies/>

It contains important material 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 this information each semester. Information available through this link includes policies regarding the Americans with Disabilities Act, UWG e-mail, credit hours, and the honor code.

### **ATTENDANCE VERIFICATION AND POLICY**

In order to distribute Title IV funding (federal student aid), student attendance verification is required. Therefore, all students must attend at least one of the classroom sessions scheduled for the first week of class. Students who are unable to attend must notify the instructor of their intentions to remain enrolled and work in the class. Students who do not attend or otherwise notify the instructor that they intend to remain in the class may be dropped from the class for non-attendance and may not receive credit or a grade for the class. It is the responsibility of the student who adds classes during drop/add to make sure that they are verified as being in attendance by contacting the course instructor.

Classroom attendance is strongly recommended, but is not required. However, roll will be taken for the purpose of computing extra credit. Note that while there is no formal attendance requirement, you are expected to attend every class session unless classes have been officially canceled by the University or you have a University-sanctioned excuse. If you miss a class, you are responsible for the material covered and announcements made during that class. If the professor is more than 15 minutes late for class, the class is considered canceled and the students may leave.

### **DEADLINES**

Late assignments will be accepted but are subject to the points penalties (grade reductions) specified in the syllabus sections above. The penalties may (at the discretion of the instructor) be adjusted in the event of an unforeseen emergency, if the student notifies the professor immediately after the assignment was due and provides a legitimate reason (as determined by the instructor). Note that, because most assignments in this course have long lead times and wide windows of time for submission, adjustments to the late penalties will be few. The instructor follows university policy regarding approved absences and late submissions with university-accepted reasons including, but not limited to, illness and travel for university-sponsored teams or events.

## **ACADEMIC INTEGRITY**

The basic principle of academic integrity is that students take credit only for ideas and efforts that are their own. Behavior outside that guideline is prohibited. Without truthfulness, honor, and responsibility we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of the college degree. Therefore, we shall not tolerate academic dishonesty.

**Penalties for Breach of Academic Integrity: Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties including but not limited to failing the assignment, failing the course, and referral to Office of the Vice President for Academic Affairs.**

***NOTE: Violations of the academic honesty policy may result in expulsion from the University.***

## **DISPUTES**

If you feel your grade on an assignment is inaccurate, you are encouraged to return the assignment or exam for re-grading. Please employ the following process: Type all comments on another sheet and turn it in to me within three days of the assignment's return to you. Your request for re-grading must clearly indicate why you believe you deserve a higher grade. I will not discuss the problem with you until it is put into a written request. Reviews can lead to either an increase or decrease in total points

## **PROPRIETARY MATERIAL AGREEMENT**

The materials on this course website are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated.

## **ONLINE PRIVACY**

This course may require you to work with other sites and entities beyond UWG and CourseDen (D2L) where some personal information (e.g. your name, affiliation with UWG, or current employment) may be displayed. You have the right to regulate the displaying of information pertaining to yourself on the Internet. If you are uncomfortable displaying information that you deem overly personal, you may take steps to post more anonymous manner (such as posting online your first name and last initial only or other pseudonym). You also agree to respect other people's wishes to remain anonymous.

## **LINKS TO AND FROM THIRD-PARTY SITES**

There may be links established between this course and other entities and sites on the World Wide Web, Internet or other areas that are not under the control of, nor maintained by your professor or the University of West Georgia (UWG). These links do not necessarily constitute an endorsement by your professor or UWG, and UWG has no obligation to monitor such sites, and the user agrees that neither your professor nor UWG is responsible for the content of such sites or for any technical or other problems associated with any such third-party site, links, or usage.

## **COURSE COMMUNICATION & GRADING**

Instructor response time to email is 24 – 48 hours M – F. There may be a delay on weekends. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks. Grades for activities and assignments will be posted within 7 – 10 days in CourseDen. However, some grading may take longer than 7 – 10 days depending upon the assignment. Students will be notified in CourseDen if an assignment's grade will not be posted within the 7 – 10 day window.

## **SYLLABUS CHANGES**

This syllabus provides a general plan for the course. The instructor reserves the right to make changes to the syllabus plan as necessary. Changes will be announced through CourseDen.

## CLASS SCHEDULE: MGNT 3618 ENTREPRENEURSHIP

[NOTE: Schedule is subject to change at discretion of instructor.]

Week	Progression of Modules & Chapters	Date	In-Class Meeting Session Topic or Exam	Assignments Due
1	Module 1 (Chapter 1)	M, Jan 8		
		W, Jan 10	Course introduction/ Opportunity Recognition	
2	Module 1 (Ch 1); Module 2 (Chapters 2 & 5)	M, Jan 15		
		W, Jan 17		Module 1 Discussion due Sun, Jan 21, 11:59 pm
3	Module 2 (Chapters 2 and 5)	M, Jan 22	Business Plans	
		W, Jan 24		Module 2 Discussion due Sun, Jan 28, 11:59 pm
4		M, Jan 29	<b>Exam 1 (Chs. 1, 2, 5)</b>	
		W, Jan 31		
5	Module 3 (Chs 4, 6, 7, and 8)	M, Feb 5		
		W, Feb 7		
6	Module 3 (Chapters 4, 6, 7, and 8)	M, Feb 12	Business models; <b>Case Discussion:</b> SENZ and Halo Top	
		W, Feb 14		
7	Module 3 (Chapters 4, 6, 7, and 8)	M, Feb 19	Product planning and prototypes	
		W, Feb 21		Module 3 Discussion due Sun, Feb 25, 11:59 pm
8		M, Feb 26	<b>Exam 2 (Chs. 4, 6, 7, 8)</b>	
		W, Feb 28		
9	Module 4 (Chs 9, 10, 11, & 12)	M, Mar 5	Accounting and Finance	
		W, Mar 7		
10	Module 4 (Chs 9, 10, 11, & 12)	M, Mar 12	Supply Chain; People	
		W, Mar 14		
			<b>SPRING BREAK</b>	
11	Module 4 (Chs 9, 10, 11, & 12)	M, Mar 26	Accounting and Finance	
		W, Mar 28		Module 4 Discussion due Sun, Apr 1, 11:59 pm
12		M, Apr 2	<b>Exam 3 (Chs. 9, 10, 11, 12)</b>	
		W, Apr 4		
13	Module 5 (Chs. 3, 14, & 15)	M, Apr 9	Icebergs & Escapes; Family Business; <b>Case Discussion:</b> Teatulia	
		W, Apr 11		Module 5 Discussion due Sun, Apr 15, 11:59 pm
14	Module 5 (Chs. 3, 14, & 15)	M, Apr 16	Global	
		W, Apr 18		
15		M, Apr 23	Guest Speaker, Executive in Residence	
		W, Apr 25		<b>Exam 4 (Chs. 3, 14, 15)</b> taken online in CourseDen due by Fri, Apr 27, 11:59 pm
16		M, Apr 30	<b>Presentations</b>	Business Plan Review PowerPoint due by 5:30 pm
Finals		M, May 7	<b>Online:</b> Submit final assignments by end of scheduled exam time = Monday, May 7, 7 pm	Business Plan Review assignment (paper) due by May 7, 7:00 pm Reflection assignment due by May 7, 7:00 pm



