

**MANAGEMENT- MGNT 3618-01D**  
**Fall 2019**  
**MW 3:30 PM-4:15 PM – Miller Hall #1308**

Instructor: Mr. Richard Sigman                      Office Hours: MW 9:15-11am, 1:15pm- 2pm  
Telephone: (678) 839-4827                              Office:                      RCOB 2208A  
Email:                      [rsigman@westga.edu](mailto:rsigman@westga.edu)

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.

This is a partially online course in which 50% of the course will be completed online. Students are required to come to campus during the semester for exams. Students are required to use CourseDen (D2L) throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, submitting assignments, etc.

The following are minimum requirements for completing this course successfully. You must meet these minimum requirements to participate in the class.

- Must have access to a personal computer (PC or MAC)
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact the instructor immediately. Completion of the course requirements will be very difficult and cumbersome without high-speed service.
- Software requirements: Microsoft Office 2007 or higher (available for free through UWG ITS) and Adobe Acrobat Reader.

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)

***Students should review the following information each semester.***

**ACADEMIC SUPPORT**

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](#).

**Center for Academic Success:** The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu)

**University Writing Center:** The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu)

## **ONLINE COURSES**

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares](#) site. [Online counseling](#) is also available for online students.

## **HONOR CODE**

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

## **UWG EMAIL POLICY**

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## **CREDIT HOUR POLICY**

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## **HB 280 (Campus Carry)**

UWG follows [University System of Georgia \(USG\) guidance](#):

You may also visit our website for help with [USG Guidance](#):

### **Attendance:**

Because this course has online activity, you are expected to prepare for this course by reviewing each chapter and completing all quizzes and assignments. You are **REQUIRED** to come to class on exam days and presentation days. Students enrolled in this course are expected to be active learners and participants. The classroom door will be locked at the beginning of class. If you are late, you will not be permitted to enter the classroom and will be counted absent for the day.

### **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 70%
- Marketing Strategy Project 15%
- Project Video 5%
- Online Quizzes 10%

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 **70%** of your total grade.

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 an 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](#)
- [CourseDen Help & Troubleshooting](#)
- [Ingram Library Services](#)
- [University Bookstore](#)
- [Accessibility Services](#)

Additional resources and links are available in the UWG/Online CourseDen (D2L) resources and widget on your course homepage.

## Tentative Schedule

Date	Topic	Assignment
<b>August 14</b>	<b>Introduction, True Colors, Team Selection</b>	Review Syllabus
<b>August 19</b>	Chapter 1	
<b>August 21</b>	Chapter 2	
<b>August 26</b>	Chapter 3	
<b>August 28</b>	Chapter 4	
<b>September 2</b>	<b>Labor Day Holiday</b>	No Class
<b>September 4</b>	<b>Exam Review/ Team Day</b>	Take Online Quizzes by 11:59pm/ Videos Due by 11:59pm
<b>September 9</b>	<b>Exam 1- Chapters 1-4</b>	In- Class
<b>September 11</b>	Team Day/ Watch team videos	
<b>September 16</b>	Chapter 5	
<b>September 18</b>	Chapter 6	
<b>September 23</b>	Chapter 7	
<b>September 25</b>	Chapter 8	
<b>September 30</b>	Team day	Take Online Quizzes by 11:59pm
<b>October 2</b>	Exam Review/ Team Day	<b>Study For Exam</b>
<b>October 7</b>	<b>Exam 2 – Chapters 5-8</b>	In- Class
<b>October 9</b>	Chapter 9	
<b>October 14</b>	Chapter 10	
<b>October 16</b>	Chapters 11	
<b>October 21</b>	Chapters 12 and 13	Take Online Quizzes by 11:59pm
<b>October 23</b>	Exam Review/ Team Day	<b>Study For Exam</b>
<b>October 28</b>	<b>Exam 3- Chapters 9-13</b>	In- Class
<b>October 30</b>	Chapter 15	
<b>November 4</b>	Chapter 19	
<b>November 6</b>	Chapters 20	
<b>November 11</b>	Chapter 21	Take online Quizzes by 11:59pm
<b>November 13</b>	Exam Review/Team Day	<b>Study For Exam</b>
<b>November 18</b>	<b>Exam 4- Chapters 15, 19, 20, 21</b>	In- Class
<b>November 20</b>	<b>Final Exam Review</b>	In- Class (optional)
<b>November 25</b>	<b>Thanksgiving Break</b>	No Class
<b>November 27</b>	<b>Thanksgiving Break</b>	No Class
<b>December 2</b>	<b>Team Presentations</b>	In- Class
<b>December 4</b>	<b>Team Presentations</b>	In- Class
<b>December 11 2:00-4:00pm</b>	<b>Comprehensive Final Exam</b>	