

MANAGEMENT- MGNT 3618-E01

Summer 2020

Instructor: Mr. Richard Sigman Office Hours: email for appointment
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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)

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:

[Common Language for Course Syllabi website](#)

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: [Accessibility Website](#) .

CourseDen:

This is an ON-LINE class. You will attend class virtually through 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 [CourseDen Website](#)

Evaluation of Course Objectives

| Exams | Percentage |
|----------------|------------|
| Online Exams | 60% |
| Online Quizzes | 25% |
| Final Exam | 15% |

Exams:

You will have a total of **FOUR** on-line exams in this course. Your lowest of the 4 test scores will be dropped. Your grade will be the average of the remaining 3 exams.

Exams 1-4 will be completed on-line in CourseDen. You will have one attempt at each exam. You must submit your exam in the time allowed. **The exam will be available from 6:00am until 11:59pm on the exam date. You will have 75 minutes to complete the exam.** You will only be allowed to make-up an exam if you notify the instructor IN ADVANCE and have a documented reason for missing the exam (i.e. death of immediate family member, serious illness, etc.). The instructor reserves the right to make determinations on an individual basis of whether the reason for missing the exam is reasonable.

PREPARE IN ADVANCE FOR YOUR TEST TAKING ENVIRONMENT. It is your responsibility to ensure that you have adequate technological capabilities, including reliable internet connection, prior to the exam. You may wish to take the exam in one of the RCOB computer labs or the library. **Technological issues on an individual basis will not permit a make-up exam.**

Quizzes:

Students will be required to complete an online quiz for each chapter. **Quizzes covering a particular test will be available until 11:59pm the day prior to the exam covering those chapters. You will have 30 minutes to complete each quiz. NO LATE SUBMISSIONS WILL BE ACCEPTED.** The lowest quiz grade will be dropped. The average of the remaining quizzes will be the quiz portion of your grade.

Grading Scale:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: <60

Important-

This is a 100% online course. As such, you are expected not to cheat on exams and quizzes. You are not allowed to use any outside help (friends, family, Google or any other source). You may not screenshot online questions or otherwise record questions or answers. **If you violate the academic honesty code, you will receive an F for the entire course!**

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 - [UWG Online](#)
- Textbook Website - [Cengagebrain.com/](http://www.cengagebrain.com/)
- Ingram Library Services - <http://www.westga.edu/library/index.php>
- University Bookstore - <http://www.bookstore.westga.edu/>
- Accessibility Services - [Accessibility Website](#)

Tentative Schedule

| Date | Topic | Assignment |
|----------------|--|----------------|
| June 26 | Begin chapters 1-4 | |
| July 1 | On-line Exam 1 on Chapters 1-4 | Due by 11:59pm |
| July 2 | Begin Chapters 5-8 | |
| July 8 | On-line Exam 2 on Chapters 5-8 | Due by 11:59pm |
| July 9 | Begin Chapters 9-13 | |
| July 15 | Online Exam 3 on Chapters 9-13 | Due by 11:59pm |
| July 16 | Begin Chapters 15,19,20, 21 | |
| July 21 | On-line Exam 4 Chapters 15, 19, 20, 21 | Due by 11:59pm |
| July 23 | Final Exam | 6:00am-11:59pm |