

**MANAGEMENT- MGNT 3625-02D, Creative Start-Up**  
**Spring 2018**  
**MW 2:00 PM-3:15 PM – Miller Hall #1308**

Instructor: Todd Anduze                      Office Hours: Mondays 2-3:30 pm (call for appointment)  
Telephone: (678) 839-5082                      Office: Adamson Hall 105  
Email: tanduze@westga.edu

**Required Text: Don't Buy the Book Yet**

Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer)  
Alexandar Osterwalder, Yvews Pigneur, Gregory Bernarda  
ISBN-10: 1118968050  
ISBN-13: 978-1118968055

**Prerequisites**

MGNT 3600 and MKTG 3803 (MGNT 3618 is preferred by the instructor, but not required)

**Course Description:**

This course is project based and will focus on the application of entrepreneurship skills, business strategy, and business planning. The course will utilize the Business Model Canvas and be mostly individual online work. It aims to provide a real world experience in new venture creation, planning, and management.

**Learning Objectives Related to Learning Goals:**

1. Students will identify elements of the search process in the context of entrepreneurial opportunities (BBA 6).
2. Students will define and describe the process of creating new products and services (BBA 6).
3. Students will analyze and evaluate innovations (BBA 4).
4. Students will demonstrate an ability to create business models that match creative innovation with local, regional, or global demands (BBA 5).

**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](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:

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 Monday January 8, 2018, Monday April 23, 2018 and Wednesday April 25, 2018. Attendance will be taken at the beginning of each class period. You are allowed 2 missed lectures with no penalty except for final presentations on April 24 & 26, 2017. Each missed lecture beyond those 2 will reduce your Attendance Grade by 1% of your class average to a total of 5%. Students enrolled in this course are expected to be active learners and participants.

### 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

Business Model Canvas Presentation	25%
Attendance/Class Participation	45%
Online Exams	30%

You will have a total of **THREE** exams in this course. The exam format could be multiple choice, short answer, true/false or discussion. The exams are worth **30%** of your total grade. Class Participation is the majority of your final grade at 45%. The remaining 25% will be the business model presentation at the conclusion of this class.

### 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 and probably will change the syllabus as needed during the semester. All changes will be available through courseden.

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
<b>January 8</b>	Introduction, Project Introduction	Review Syllabus
<b>January 10</b>		Individual Discussion
<b>January 15</b>	MLK Jr. Holiday	No Class
<b>January 17</b>	What is a Creative Start-up	
<b>January 22</b>	What is the Business Model or Business Canvas	
<b>January 24</b>		Online Discussion
<b>January 29</b>	How to Start filling out a Business Model Canvas	Ch 1
<b>January 31</b>		Online Discussion
<b>February 5</b>	What is the Search Process & Identifying Opportunities	
<b>February 7</b>		Online Discussion
<b>February 12</b>	<b>Exam 1</b>	<b>Quiz Due 11:59 PM Sunday Feb 18</b>
<b>February 14</b>	How are new Goods and Services Identified?	
<b>February 19</b>	What is the Value Proposition	Ch 2
<b>February 21</b>		
<b>February 26</b>	Value Proposition (Cont.)	Ch 3
<b>February 28</b>		Online Discussion
<b>March 5</b>	How will this Idea Generate Money?	
<b>March 7</b>		Online Discussion
<b>March 12</b>	<b>Exam 2</b>	<b>Quiz Due 11:59 PM Sunday Mar 18</b>
<b>March 14</b>		Ch 4
<b>March 19</b>	Spring Break	No Class
<b>March 21</b>	Spring Break	No Class
<b>March 26</b>	Who is the Customer and Channels	
<b>March 28</b>		Online Discussion
<b>April 2</b>	What Investment is Needed for this Idea?	
<b>April 4</b>		Online Discussion
<b>April 9</b>	What are Cost Structures and Revenue Streams?	
<b>April 11</b>		Online Discussion
<b>April 16</b>	<b>Exam 3</b>	<b>Quiz Due 11:59 PM April 22</b>
<b>April 18</b>	<b>Final Project Review</b>	
<b>April 23</b>	<b>Business Model Canvas Presentations</b>	<b>Class Participation</b>
<b>April 25</b>	<b>Business Model Canvas Presentations</b>	<b>Class Participation</b>
<b>May 7, 2-4pm</b>	<b>Optional Comprehensive Final Exam</b>	

**Monday- January 8, 2018 is a required in Class Day**

**Monday- April 23, 2018 is a required in Class Day**

**Wednesday- April 25, 2018 is a required in class day.**