

**MANAGEMENT- MGNT 3635-01D**  
**Spring 2017**  
**MW 5:30 PM-6:45 PM – Miller Hall #2213**

Instructor: Mr. Richard Sigman                      Office Hours: M 9:15-11am, 3:15- 4:45pm, W 9:15- 11am  
Telephone: (678) 839-4827                              Office:                      RCOB 2208A  
Email:                      rsigman@westga.edu

Required Text:

None

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 be heavily team focused and aims to provide a real world experience in new venture creation and management. You will be consulting with local non-profit businesses to create **real** business plans for their businesses.

Learning Objectives Related to Learning Goals:

1. Application of theory to business start-ups. (BBA 4)
2. Application of marketing, management, accounting, and financial knowledge to venture creation. (BBA 4, BBA 6, MGT 2)
3. Learn and apply new knowledge in data collection and analysis. (BBA 2)
4. Application of strategies and operational planning techniques to a business venture. (BBA 6, MGT 2)
5. Production of a presentation quality business plan for a new venture. (BBA 1)

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 Mondays, Wednesday January 11, 2017 and Wednesday April 26, 2017. 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

Exams	55%
Elevator Pitch Video- Teams	5%
Marketing Strategy- Teams	10%
Business Plan & Presentation- Teams	15%
Peer Evaluations for Projects	5%
Attendance	5%
Online Quizzes	5%

You will have a total of **THREE** 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 **55%** of your total grade.

### 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, Project Introduction Mike Mullett	Review Syllabus
January 11	True Colors, Finalize Teams	Try True Colors
January 16	MLK Jr. Holiday	No Class
January 18	Starting a business	Online Quiz by 11:59pm
January 23	Lecture	
January 25	Marketing/ Pitching a Plan	Online Quiz by 11:59pm
January 30	Guest Speaker on Franchising	
February 1	Presentations Skills, Social Media	Online Quiz by 11:59pm
February 6	Lecture/ Exam Review	
February 8	Team Day	<b>Elevator Pitch Video Due by 11:59pm</b>
February 13	<b>Exam 1</b>	
February 15	Sales 101	Online quiz by 11:59pm
February 20	Lecture	
February 22	Finance, HR Management	
February 27	Lecture	
March 1	Crowdfunding, Other Commercial Lending vehicles, Understanding personal credit	Online quiz by 11:59pm
March 6	Lecture/Exam Review	
March 8	Team Day	<b>Study for Exam</b>
March 13	<b>Exam 2</b>	
March 15	Strategic Planning	<b>Marketing Strategy Due by 11:59pm</b>
March 20	Spring Break	No Class
March 22	Spring Break	No Class
March 27	Lecture	
March 29	Financial Projections	Online Quiz by 11:59pm
April 3	Lecture	
April 5	Legal, risk management and succession planning	Online Quiz by 11:59pm
April 10	Lecture/ Exam Review	
April 12	Team Day	<b>Study for Exam</b>
April 17	<b>Exam 3</b>	
April 19	Team Day	<b>Business Plans Due by 11:59pm</b>
April 24	<b>Team Presentations</b>	
April 26	<b>Team Presentations</b>	
May 1	<b>Final Exam Review</b>	<b>Peer Evaluations Due by 11:59pm</b>
Date/Time TBD	<b>Optional Comprehensive Final Exam</b>	

\*Mondays days are required IN CLASS DAYS except holidays.

\* Wednesday- Jan 11, 2017 and April 26, 2017 are required in class days.