




Course Syllabus

*Midwestern State University
Dillard College of Business Administration
MGMT 4853.203
Strategic Management
Spring Semester, 2019*

Class Hours: Mondays & Wednesdays, 3:30 – 4:50 PM
Class Location: DB 324

Instructor Contact Information

Instructor: Dr. Scott Manley
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Office Hours: MTWR: 9:30 – 11:30 AM; MW: 2:00 – 3:30 PM; T: 8:00 – 11:00 AM

Course Material:

Barringer, B.R. & Ireland, R.D. (2012). *Entrepreneurship: Successfully Launching New Ventures* (4th edition). ISBN: 978-0-13-255552-4

Course Description:

Focus on the principles and problems associated with starting and managing small enterprises. Students gain an understanding of forms of ownership, sources of funds, location analysis, facility requirements, and business plans.

Course Prerequisites:

Junior standing or above or consent of the chair.

Course Objectives - General Learning Goals:

Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. Students will practice problem solving and decision-making skills during projects and in-class discussions. Assessment occurs during course quizzes and homework.

Competency in speaking and writing for common business scenarios. Students practice their oral presentation skills in numerous in-class presentations and/or discussions. The student's ability to speak clearly to an audience will be included in the score for these exercises.

Note: These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is also assessing its programs. The assessments help us as improve our curriculum and curriculum delivery.

Course Specific Learning Goals:

After completing this course, students should:

- Know the economic and personal underpinnings of entrepreneurship;
- Understand the sources of entrepreneurial ideas and be able to generate ideas;
- Be able to conduct a feasibility study of an entrepreneurial opportunity;
- Understand the process of implementing a business plan;
- Be financially literate.

Official Course Policies

Attendance: Regular attendance is expected and roll will be taken. Participation in class discussion is expected, and reading the assigned material and completing assignments prior to coming to class is required. See page 43 of the Midwestern State University Student Handbook for the official attendance policy. ***Students with more than 6 absences will receive an “F” in the course, without exception.***

Academic Integrity: With regard to academic honesty, students are referred to the “Student Honor Creed,” which may be found in the Midwestern State University *Student Handbook*. Consistent with the student honor creed, I expect the following of students: academic integrity, personal professionalism, and ethical character. As such, academic integrity violations will not be tolerated: ***Students who are caught cheating will receive an “F” in the course, without exception.*** Additional information regarding academic misconduct and the procedures for handling such misconduct (i.e., cheating, collusion, and plagiarism) may be found in Appendix E of the Student Handbook.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to Appendix F beginning on page 121 of the *Student Handbook*.

Classroom Accommodations: Students requiring classroom or course accommodations or modifications due to a documented disability should contact the office of Disability Support Services in Clark Student Center (Room 168, telephone number 940-397-4140). The mission of Disability Support Services is to provide equal access to educational, social, and recreational programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

Classroom Technology: Cell phones, iPods, iPads, laptops, and other electronic devices may only be used in accordance with assigned course work during class. This includes accessing of non-course materials over the Internet. Please behave professionally, and treat those around you with respect at all times.

Communications: When you have questions, please feel free to see me after class, e-mail me, call me, or come by my office during office hours. All email should be sent from, and will be sent to, the student's MSU e-mail address. No other addresses will be recognized for communication about class matters. You are responsible for communicating difficulties or problems that you may be experiencing in this class, and I ask that you do so in a timely manner.

Course Syllabus: This syllabus is a guide for the course and is subject to change. Such changes are generally communicated via D2L and in class. However, please print and keep this syllabus as a reference because you are responsible for the assignments and information contained in the syllabus.

Extra Credit: There is no such thing as "extra credit" in this course. My personal belief is that in order to achieve extra credit, you must complete extra work. If one student requests extra work, it is only fair that all students have the opportunity to complete the extra work as well. If you are conscientious, attend class, and complete the assignments as directed, you will do well in the course.

Food and Drink Policy: Per Dillard College of Business policy, no food or drinks, except for bottled water, are allowed in the classroom.

Make-up Tests: Make-up work or alternative assignments will be determined by the professor and at the sole discretion of the professor. These assignments may or may not exactly duplicate the original and will not entitle other students to the same alternatives since they may not have experienced the same situation. Only students with authorized absences (see University Class Attendance Policy) may make up a missed assignment. In any case, you are expected to call me prior to the time of the test if you must be absent on a test day. If I am not in my office when you call, please leave your name, telephone number, and the time of your call on my voicemail, and I will return your call.

Performance will be assessed based on the following components:

Group Project: Student teams will work with young entrepreneurs as they develop their business plans and work towards the event "Lemonade Day." This assignment will be a series of short projects to stimulate your understanding of the process of creating a new business. The actual assignment with the individual components will be distributed during class.

Pro-Forma Financial Statements: Students will demonstrate their financial literacy by preparing pro-forma financial statements (financial projections) for a hypothetical business venture. The actual assignment will be distributed during class.

Chapter Quizzes: All 15 chapter quizzes will be taken online in D2L, and will be revealed as the semester progresses. The quizzes may be taken a total of twice prior to the beginning of class on the date listed on the syllabus. There are no risks associated with retaking the quiz – your highest score is used for the grading. Please do not ask for extensions to the quiz times if you have forgotten, waited until the last minute, or experienced technical difficulties. Instead, assume that difficulties will occur and plan accordingly. Because such difficulties may occur, the quizzes are all available on the first class day.

Participation: This class should be highly participatory and thus my intent is that every student should earn maximum credit for participation. You can't participate if you aren't present in class, so it is very important that you attend each class. It is also important to attend because your team members are dependent on your contribution to the team's success. If you are late, leave early, or fail to participate expect a two point penalty for each incident. The first time you miss a class, you receive a four point penalty. The penalty doubles with each additional absence, up to a maximum of 32 points per absence. Therefore, it is possible to receive a negative total score for participation. Students who comply with the procedures for an authorized absence as defined in the student handbook receive no penalty for days they miss.

Students with more than 6 absences will receive an "F" in the course, without exception.

Final Examination: The final examination will be cumulative, and will consist of material taken directly from the textbook as well as the class discussions and other coursework as assigned. Even though the final examination is comprehensive, students will not be tested over new material on the final. In other words, the questions will come directly from the chapter quizzes. Students who earn 900 (90%) or more points during the course of the semester will be exempt from the final examination.*

Points are allocated for each course component as follows:

Course Component	Possible Points
Group Project (Lemonade Day)	200
Pro-Forma Financial Statements	250
Chapter Quizzes (15 quizzes at 30 points each)	450
Attendance & Participation	100
Final Examination* (see note above)	250
Total Points Possible	1,250

Grades will be assigned based on the following scale:

Course Grade	Percentage	Points
A	≥ 90.0%	≥ 1,125
B	80.0% - 89.9%	1,000 – 1,124
C	70.0% - 79.9%	875 – 999
D	60.0% - 69.9%	750 – 874
F	≤ 59.9%	≤ 749

Tentative Course Schedule – Dates are Subject to Change

Day	Date	Topic	Reading	What is Due?
Monday	01/14	Welcome and Course Overview	Syllabus	N/A
Wednesday	01/16	Introduction to Entrepreneurship	Chapter 1	Quiz 1
Wednesday	01/23	Recognizing Opportunities and Generating Ideas	Chapter 2	Quiz 2
Monday	01/28	Recognizing Opportunities and Generating Ideas	Chapter 2	N/A
Wednesday	01/30	Feasibility Analysis	Chapter 3	Quiz 3
Monday	02/04	Feasibility Analysis	Chapter 3	N/A
Wednesday	02/06	Writing a Business Plan	Chapter 4	Quiz 4
Monday	02/11	Writing a Business Plan	Chapter 4	N/A
Wednesday	02/13	Industry and Competitor Analysis	Chapter 5	Quiz 5
Monday	02/18	Industry and Competitor Analysis	Chapter 5	N/A
Wednesday	02/20	Developing an Effective Business Model	Chapter 6	Quiz 6
Monday	02/25	Developing an Effective Business Model	Chapter 6	N/A
Wednesday	02/27	Preparing the Proper Ethical and Legal Foundation	Chapter 7	Quiz 7
Monday	03/04	Preparing the Proper Ethical and Legal Foundation	Chapter 7	N/A
Wednesday	03/06	Assessing a New Venture's Financial Strength and Viability	Chapter 8	Quiz 8
Monday	03/11	Assessing a New Venture's Financial Strength and Viability	Chapter 8	N/A
Wednesday	03/13	Building a New-Venture Team	Chapter 9	Quiz 9
Monday	03/25	Building a New-Venture Team	Chapter 9	N/A
Wednesday	03/27	Getting Financing or Funding	Chapter 10	Quiz 10
Monday	04/01	Getting Financing or Funding	Chapter 10	N/A
Wednesday	04/03	Unique Marketing Issues	Chapter 11	Quiz 11
Monday	04/08	Unique Marketing Issues	Chapter 11	N/A
Wednesday	04/10	The Importance of Intellectual Property	Chapter 12	Quiz 12
Monday	04/15	The Importance of Intellectual Property	Chapter 12	N/A
Wednesday	04/17	Preparing for and Evaluating the Challenges of Growth	Chapter 13	Quiz 13
Monday	04/22	Preparing for and Evaluating the Challenges of Growth	Chapter 13	N/A
Wednesday	04/24	Strategies for Firm Growth	Chapter 14	Quiz 14
Saturday	04/27	City-Wide Lemonade Day	N/A	Results
Monday	04/29	Franchising	Chapter 15	Quiz 15
Wednesday	05/01	Make-Up/Review, If Necessary	N/A	N/A
Wednesday	05/08	Final Examination (8:00 – 10:00 AM)	N/A	N/A