Course Syllabus
MGMT 2820-M50 – Introduction to Business Management
Fall Semester, 2018
3.0 Credit Hours
(Last updated: 8/22/2018)

Instructor: Michael Hoffmeyer, MPA
Phone1: 901.569-3411
E-mail: mhoffmyr@memphis.edu
Office: Crews Center for Entrepreneurship, #102
SkypeID: Mike Hoffmeyer
LinkedIn: www.linkedin.com/in/michaelhoffmeyer/

Office Hours: As this is a fully online class, the standard means for communicating with the instructor is via email throughout the semester. Please use the email address above and NOT the email through eCourseware. However, phone or Skype calls can be scheduled on an as-needed basis. Send me an email with the topic and your preferred time to meet (Monday-Friday 9a-4p is best). I will confirm the appointment via email.

Course Overview:

This course is designed to empower students to think globally; identify distinct competencies locally; develop a personal mission statement; explain individual pathways by some of the leading entrepreneurs; identify opportunities for aspiring entrepreneurs; eliminate roadblocks to creativity; create outline to launch your own business.

Pre-Requisites/Co-Requisites:

There are no course pre-requisites to enrolling in this course. However, the student should have a good grasp of basic mathematics and applied writing skills. In general, it is assumed that all students who are registering for Fogelman College classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course.
Required Texts (and Related Materials):


Recommended Texts (and Related Materials):

It is recommended (but not required) that students have access via print or web to at least one periodical that covers entrepreneurship news (Entrepreneur, Inc. Magazine, etc.) Throughout the course we will also be viewing a number of case studies and videos for which access information will be provided.

Location of Course Materials:

This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the eCourseware website (opens in new window).

Course Objectives:

By successfully completing this course, students will be able to:

- Develop your own entrepreneurial venture from concept to launch—focusing on a few key points of the process
- Use the resources available both within the University and in the community to help build and sustain your venture
- Assess your entrepreneurial competencies and identify areas in which further development may be needed
- Recognize how to eliminate roadblocks to creativity and effectively challenge and transform the status quo both personally and in organizational structures

Fogelman College: Learning Outcomes for Your Degree (if applicable)

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

- BBA Program Outcomes (opens in new window)
- BBA in Accounting Program Outcomes (opens in new window)
- MBA Program Outcomes (opens in new window)
- IMBA Program Outcomes (opens in new window)
- EMBA Program Outcomes (opens in new window)
- MSBA Program Outcomes (opens in new window)
- MS in Accounting Program Outcomes (opens in new window)
- MA in Economics Program Outcomes (opens in new window)
- PhD Program Outcomes (opens in new window)
Course Methodology

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific times). The course is primarily comprised of readings and videos along with assignments due each week. The largest assignment is a team-based project in which students will develop a business idea throughout the course of the semester, culminating in a final investor pitch. Students are also expected to participate in discussions by submitting journal entries which are reflections on the topics covered that week.

Professor’s Expectations of Students:

One of my favorite quotes from the Seeling book is “never miss an opportunity to be fabulous.” It is similar to a quote on the wall of the Crews Center for Entrepreneurship: “Be awesome.” We all have the ability to be fabulous and awesome in our own way and this is what I expect of you. This includes creating a positive, mutually supportive environment for learning by staying engaged in the course, reading/watching all course content as assigned, actively participating in all online discussions, and giving your best effort to your team. The value you will receive from this course is directly proportional to the effort you put into it.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades [REQUIRED]

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>920-1000 Points</td>
<td>A</td>
</tr>
<tr>
<td>840-910 Points</td>
<td>B</td>
</tr>
<tr>
<td>750-830 Points</td>
<td>C</td>
</tr>
<tr>
<td>650-740 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 650 Points</td>
<td>F</td>
</tr>
</tbody>
</table>
Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, assignments and projects. A detailed description of each of the assessed activities can be found in each module within eCourseware.

Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Journal/Discussion Entries</td>
<td>150</td>
</tr>
<tr>
<td>Entrepreneur Interviews</td>
<td>100</td>
</tr>
<tr>
<td>Entrepreneurship Event Attendance</td>
<td>100</td>
</tr>
<tr>
<td>Failure Resume</td>
<td>50</td>
</tr>
<tr>
<td>Group Project: Group Grade</td>
<td>250</td>
</tr>
<tr>
<td>Group Project: Individual Grade</td>
<td>350</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
</table>

All course materials will be posted under the "Content" tab in eCourseware.

1) **Readings/videos/presentations** - Each module contains material to watch or read about being an entrepreneur and the Lean Start-up methodology for developing a business idea, as well as things you should consider before starting a business. Given this is an online course, I will primarily use video to make the content as engaging as possible.

2) **Journal entries/discussions** - Since we do not meet in person, we will use online discussions to further the understanding of course materials. In conjunction with every module, you are expected to post a journal entry reflecting on the materials in that module or to contribute to a discussion. You will need to read or watch all of the materials in a module in order to fully participate. These posts also allow you to capture your thoughts on how your perspective on entrepreneurship is changing throughout the course.

3) **Assignments** - A handful of assignments will be given in order to apply learnings from the course materials. This includes interviewing two entrepreneurs and going to an entrepreneurial event. We typically learn the most from what we do, not what we read so these activities are meant to be experiential and allow you to put entrepreneurial principles into practice.

4) **Group Project** - This is the largest single part of the course and entails working with 4-5 classmates on a new business idea. Again, we learn by doing and this is all about doing! You will submit several assignments along the way to demonstrate your progress and the project will culminate in a pitch presentation. The project is worth 250 points for the group grade and 350 points for each individual’s part of the project.
Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Course Schedule” that can be found in the online course area under “Getting Started”.

Final Exam Schedule

The final exam for this class will be a group presentation that must be submitted to the appropriate dropbox in eCourseware by 11:30 PM on the last day of classes for the semester. Refer to the dropbox for the specific due date.

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance:

Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).
Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course homepage), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

Classroom or Online Behavior:

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website (opens in new window).

Late Assignments:

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Extra Credit:

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

Reporting Illness or Absence:

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:

1. Extreme emergency and
2. Instructor contacted prior to the due date.

Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).
Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services

Please access the [FCBE Student Services](opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance