

**TEXAS STATE UNIVERSITY-San Marcos**  
**Department of Management**  
**Management 3350**  
**Studies in Free Enterprise**  
**Fall 2008**

<b>INSTRUCTOR:</b>	Vicki West	<b>TEL:</b>	512-245-3224 (Voice)
<b>OFFICE:</b>	McCoy Hall 419		512-245-7475 (Fax)
<b>OFF. HOURS:</b>	TTH 12:30-3:30 Or by appointment	<b>E-Mail:</b>	vw03@txstate.edu
		<b>Web:</b>	www.business.txstate.edu/sife

**COURSE DESCRIPTION:**

The course will focus on goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational projects within the I-35 corridor and beyond. The projects are aimed at increasing citizen awareness and understanding of business and economic issues, based on the criteria set by the Students in Free Enterprise national organization.

**COURSE MATERIALS:**

No textbook. See Website at [www.business.txstate.edu/sife](http://www.business.txstate.edu/sife)  
(International SIFE: [www.sife.org](http://www.sife.org))  
Specific handouts will be distributed in class in new student packet

**LEARNING GOALS:**

- Students will learn and understand concepts related to the market economy and free enterprise systems.
- Students will work individually and in teams to create and develop, implement, and evaluate local and global outreach projects designed to involve students, faculty, and the community in an educational awareness of the free enterprise system.
- Students will develop leadership, negotiation, persuasion and written and oral presentation skills.
- Students will refine marketing and management skills as they work to implement, evaluate, and improve projects.
- Students learn to work together as a team to produce projects that meet criteria required by SIFE Headquarters.
- Students emphasize the importance of conducting the projects and business in a professional and ethical manner.

**SKILLS YOU ARE EXPECTED TO BRING INTO THIS COURSE:**

Students are expected to be computer literate and have excellent grammar skills to produce top quality oral and written project work.

**PREREQUISITES:**

1. Junior or higher or special approval
2. Instructor approval required

**COURSE POLICIES:**

**A. INSTRUCTIONAL METHODOLOGY:**

The President, a group of senior officers, and the professor lead class, allowing the students to develop organizational and leadership skills.

**B. ATTENDANCE:**

Two absences are allowed without an excuse. 1 more absence is allowed for completing a project during class time. After **3 absences**, you automatically receive a **C in the class**. Please notify the advisor and the Secretary of SIFE by e-mail when absences occur. Your e-mail is confirmation in your student records.

**C. COURSE REQUIREMENTS:**

**Assignments:**

**Projects:** Classroom presentations can either be 1 presentation to 80 students or any combination to equal 80 students. (For example, presentations may be made to 4 classes of 20 students.)

**Note: Minimum requirement to complete this course is 3 projects.**

**Examinations:** The criteria test must be passed within the first two weeks of class. The second examination will be worth 100 points and will test the knowledge of the free enterprise system and project material presented in class.

**Make-Up Examinations:** Make-up criteria tests will be administered one time only.

**Grade Evaluation includes the following components:**

- Projects:** 60% (4 projects at 15% each)
- Video, Pictures, and Music Contribution:** 25% (Each student will be assigned to a criteria and will be required to produce 5 minutes of video coverage and 20 digital pictures and music to match their section.)
- Free Enterprise Test:** 10%
- Attendance:** 5% (After 3 excused absences, including an absence for project work, points will be deducted from your attendance grade.)
- Media Hit:** If proof of a media hit is not received, your grade will drop by one letter grade.
- Criteria Test:** Must pass Criteria Test and put it in your personal folder or your grade will drop by one letter grade.

A	B	C	D
4 Projects	3 Projects	3 Projects	3 Projects
Contributed 5 minutes of Video and an interview, 10 Pictures, and 5 instrumental songs on CD	Contributed Video, Pictures, Music	Contributed very few Video, Pictures, Music	Did not contribute Video, Pictures, Music
90% on Free Enterprise Test	80% on Free Enterprise Test	70% on Free Enterprise Test	60% on Free Enterprise Test
No more than 3 excused absences	No more than 3 excused absences	4 absences	5 absences
Proof of 1 media hit	Proof of 1 media hit	No media hit	No media hit
Pass criteria test	Pass criteria test	Pass criteria test	Fail criteria test

**NOTE: Any final grade appeal must be initiated within 6 weeks of the final grade posting.**  
**NOTE: Media hit must be approved if not a large publication and cannot be KTSW radio.**  
**NOTE: No incomplete grade (I) will be given unless you are working on a group project.**  
**NOTE: Other professors are not required to excuse you for SIFE related projects, nor should they be asked to do so. Two exceptions would be attendance at the regional and national SIFE competitions. Remember, you are allowed three absences during the semester for any purpose.**

**Other:**

**Assessment of Student Learning:**

Grading is based on developing and completing projects, assisting members on projects, mentoring duties, and class attendance and participation. Projects account for 70% of the grade and must be written clearly and explicitly so another SIFE member could replicate them. Data sheets are written for each project as well as written descriptions to include documentation and proof of success and outcomes. Attendance is expected and considered crucial to success.

**Additional Activities:**

Assisting on other projects and participation

**Final Projects will be evaluated on:**

1. Creativity/Innovation
2. Clarity of project objectives
3. Professionalism
4. Cost Efficiency
5. Organization of project
6. Effectiveness in working with others
7. Involvement of the community and students in the project
8. Effectiveness in accomplishing objective
9. Actual completion of the project

**A. Reimbursements of Expenses:**

Reimbursements for project expenses will only be provided in excess of **\$100.00** and only with original receipts. The original \$100.00 spent will not be reimbursed since there is no textbook required in the class. Each person must show proof of individual expenses, not proof for a team expense. You must not make copies off campus at the last minute if the items could be duplicated on campus with proper lead-time.

**B. Course Bibliography:**

Bell, Daniel. The cultural contradictions of capitalism. Basic Books, 1996

Drucker, Peter Ferdinand. Post capitalist society. Harper Business, 1993.

Kentworthy, Lane. In search of national economic success: balancing competition and cooperation. SAGE Publications, 1995.

The Team Approach. Productivity Press, 1996.

Havesi, Gabriel. Checklist for Leaders. Productivity Press, 1996.

Albrecht, Karl. Creating Leaders for Tomorrow. Productivity Press, 1996.

Bygrave, William D. The portable MBA in entrepreneurship. Wiley, 1994.

Carlock, Randel S. The need for organization development in successful entrepreneurial firms. Garland Publishers, 1994.

Stowers, James "Yes You Can: Achieving Financial Independence"

### **C. CLASSROOM CIVILITY:**

When going to classrooms to represent SIFE, please wear your SIFE shirt and black slacks. If feedback is received from any audience SIFE serves concerning unprofessional demeanor, two letter grades will be deducted from your final grade. A link to the **Students' Responsibilities on Advising and Learning can be found** at <http://www.business.txstate.edu/advising/policies.htm>.

### **D. NON-PERFORMANCE:**

If you are a non-productive team member, as judged by your team peers and/or the officer team, you will be required to make up the unacceptable work.

### **UNIVERSITY/COLLEGE POLICIES:**

**A. DROP/WITHDRAWAL:** A "W" will be automatically assigned if the drop/withdrawal procedure is completed on or before **February 3**. If the drop/withdrawal procedure is completed **between February 4 and April 20**, a "W" will be assigned only if the student is passing the course on the date the registrar processes the drop. Otherwise, an "F" will be recorded. Students should consult the instructor prior to dropping or withdrawal from the class.

**B. ACADEMIC HONESTY:** Submission of any work for a grade for which unauthorized help has been received is termed academic dishonesty and will be grounds for a failing grade in the course. "Unauthorized" is a term used here to designate stealing, copying (with or without permission), collaboration with other individuals or sharing programming code outside of sanctioned group activities. Students are strongly encouraged to refer to the Texas State student handbook for policies related to academic dishonesty. These policies may be found at <http://www.mrp.txstate.edu/studenthandbook/rules.html#academic>. **This instructor views any such act as a clear violation of ethical standards and will take appropriate disciplinary and punitive action.**

**C. HONOR CODE:** All students are required to abide by the Texas State University honor code. The pledge for students states:

**Students at our University recognize that, to insure honest conduct, more is need than an expectation of academic honesty, and we therefore adopt the practice of affixing the following pledge of honesty to the work we submit for evaluation:**

**I pledge to uphold the principles of honesty and responsibility at our University.**

The complete honor code may be found at <http://www.txstate.edu/effective/upps/upps-07-10-01.html> under attachment I.

**D. STUDENTS WITH DISABILITIES:** A student with a disability may require an accommodation(s) to participate in the course. They must contact the instructor within the first two weeks of the semester. They will be asked to provide documentation from the Office of Disability Services (ODS) at that time. Failure to contact the instructor in a timely manner will delay any accommodations they may be seeking. Ongoing care by a physician does not automatically qualify you, as an ODS special needs student. Students are required to file paperwork for Accommodations with ODS each semester. Accommodations granted one semester do not automatically carry forward to the next. See UPPS No. 07.11.01 for additional information.

**COURSE OUTLINE**

<b>Lecture session</b>	<b>TOPIC</b>	<b>Lecture session/Date</b>	<b>TOPIC</b>
Thurs 8/28	Orientation and Welcome Introduce Officers Fact Sheet – Must be memorized by 9/2 Criteria –Must be memorized by 9/4	Thurs 10/23	Project work/Learn PAWS
Tues 9/2	<b>Sign-Up: Each new Sifer must meet with Mrs. West</b> Boot camp – criteria/project descriptions Fact Sheet Test Answer Questions SIFE shirts- Sign up	Tues 10/28	Project work/Learn Dell/Project: Green Earth
		Thurs 10/30	Project work/Learn Operation Build a Future
		Tues 11/4	Project work/Learn Success Skills
		Thurs 9/4	Criteria Test Continue meetings with students
Tues 9/9	Continue meetings with students Project work/Learn Ethical Eddie	Tues 11/11	Project work/Learn a project
Thurs 9/11	Project work/Learn Ethical Emma	Thurs 11/13	Project work/Learn a project
Tues 9/16	Project work/Learn Ethical Eduardo	Tues 11/18	Project work/Learn a project
Thurs 9/18	Project work/Learn Financial Responsibility- How to begin investing	Thurs 11/20	Project work/Learn a project
Tues 9/23	Project work/Learn Financial Responsibility -IRA's	Tues 11/25	Project work/Learn a project
Thurs 9/25	Project work/Learn Financial Responsibility- Mutual Funds	Thurs 11/27	Thanksgiving Holiday – No Class
Tues 9/30	Project work/Learn Financial Responsibility- Overview of Stock Market	Tues 12/2	Project work day – Finish up data sheets, music, photos, etc.
Thurs 10/2	Project work/Learn Capital Search	Thurs 12/4	Complete all project folders -Last class day
Tues 10/7	Project work/Learn Budgeting Bucks		
Thurs 10/9	Project work/Learn Ask SUZE		
Tues 10/14	Project work/Learn Fill'er Up		
Thurs 10/16	Project work/Learn Gary Job Corps: Voting and Credit lesson		
Tues 10/21	Project work/Learn Doctor Debt		

**Finals: Tuesday December 9 – December 16**