Strategic Management (SGM)

Courses

SGM 0827. Creativity and Organizational Innovation. 3 Credit Hours.
Being creative is about solving problems or approaching opportunities in novel and valuable ways. This course is designed to help ALL students better harness their full creative potential - whether you think: "I am not creative" or "I already have more ideas than I can handle", this class will help you come up with more creative ideas that offer more value and have greater impact on the world. Although creativity has been studied by nearly every professional domain, this course focuses on creativity as a driver of organizational innovation - from non-profits to small businesses and large corporations to students' own entrepreneurial startups, creativity and innovation are critical to providing value and ensuring long-term survival. Throughout this course students will develop important life skills while learning to creatively solve problems through a number of real-world innovation challenges. No matter what career or profession you are going into, being more creative and appreciating how and why modern organizations function the way that they do will help you to be more valuable, more employable, more innovative, and more entrepreneurial.
Course Attributes: GB
Repeatability: This course may not be repeated for additional credits.

SGM 2501. Fundamentals of Asian Business. 3 Credit Hours.
This course is designed to enable you to grasp broad knowledge on Asian business practices. It will examine the similarities and dissimilarities among Japanese, Chinese, and Korean businesses and the special features of Japanese business, such as the network relationships among companies and groups called 'keiretsu'. Given our understanding of the above issues, we will examine how American companies should compete in Asia. NOTE: Fox School of Business students must be a junior or have special permission from your academic advisor.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ECON 1001|Minimum Grade of C-|May not be taken concurrently
OR ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
OR ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently
OR ECON 1103|Minimum Grade of C-|May not be taken concurrently.

SGM 2502. Fundamentals of Latin American Business. 3 Credit Hours.
This course is designed to give you a solid basis to face a job assignment related to business in a Latin American country and to develop your ability to perceive the importance of cultural diversity and how it influences business activities across Latin American countries. Specifically, this course will help you understand the specific challenges of doing business in Latin America and enable you to perceive and understand the differences in the business environment, business customs, and business practices between countries of Latin America and of the rest of the world. NOTE: Fox School of Business students must be a junior or have special permission from your academic advisor.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ECON 1001|Minimum Grade of C-|May not be taken concurrently
OR ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
OR ECON 1102|Minimum Grade of C-|May not be taken concurrently
OR ECON 1902|Minimum Grade of C-|May not be taken concurrently
OR ECON 1103|Minimum Grade of C-|May not be taken concurrently.
SGM 3001. Becoming a Manager: Building, Leading, and Managing New and Small Businesses. 3 Credit Hours.
This course is designed to introduce students with limited or no business background to the critical business management skills and tools needed to run a small enterprise or to launch a new venture and become a successful entrepreneur. Whether you want to become a manager, build a consulting or freelance business, start a new for-profit or non-profit venture, or simply want to be more successful working in any organization, understanding the fundamentals of management will help you achieve these goals. Traditional as well as cutting edge management principles will be discussed and students will learn to develop marketing plans, staffing and operational plans, and to analyze the financial viability of various business ideas. NOTE: Business students are not eligible to register for this course and should consider SGM 3503 instead.

College Restrictions: May not be enrolled in one of the following: Business & Mngmnt, Fox School

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
SGM 3501 Minimum Grade of D- May not be taken concurrently
OR ENGR 3033 Minimum Grade of D- May not be taken concurrently
OR OTHR 5009 Minimum Grade of D- May not be taken concurrently
OR SCTR 4321 Minimum Grade of D- May not be taken concurrently
OR BTMM 4614 Minimum Grade of D- May not be taken concurrently.

SGM 3002. Be Your Own Boss: Planning to Start Your Own Business. 3 Credit Hours.
It's a fact: Entrepreneurs report greater satisfaction with their work. Chief among the reasons for this is the freedom to determine their own destiny and the appreciation of having a direct impact with their work. In the current economic climate, more and more students are finding entrepreneurial career paths offer them better or complementary options to traditional employment. This course provides students with an understanding of how to research, write, and present effective business plans. The business plan is a critical strategic document used to plan the launch, pivot, or growth of an enterprise. Students will learn about the interrelationship among the various aspects of the plan including the industry, target market, competition, marketing strategy, human resources, financial resources, and management team among others. Students will also learn about presenting the business plan as they engage in mock presentations to local entrepreneurs and venture capital investors.

NOTE: We recommend that non-business students take both an 'Entrepreneurial Thinking' and 'Entrepreneurial Management' course prior to taking SGM 3002 since students should have a feasible business idea prior to class start. Students who do not meet these criteria may be required to complete additional supplementary work and may want to contact the professor to find out if they are sufficiently prepared to take this course. Students cannot receive credit for both SGM 3002 and SGM 4596; Fox Entrepreneurship Majors should take SGM 4596 instead of this course.

Field of Study Restrictions: May not be enrolled in one of the following Majors: Enptrnrship & Innovation Mgt, Entrepreneurship

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
SGM 3001 Minimum Grade of D- May not be taken concurrently.

SGM 3501. Entrepreneurial and Innovative Thinking. 3 Credit Hours.
Thinking like an entrepreneur is about seeing opportunities and passionately pursuing them. Anyone can be entrepreneurial -- whether you start the next Facebook, take control of your work-life balance with a lifestyle business, have an impact on the world with a social venture, or drive change and innovation in an existing company. The goal of this course is not to teach students to start a venture nor to manage a business (this is covered in later courses) but to help you understand the hidden value of your ideas. By highlighting the impact of various types of innovation in driving the development of industries and technological fields, we demonstrate the importance of strategy, competitive advantage, core competencies, and value chains to organizations and industries. By training students to identify opportunities and creatively solve problems, we help develop invaluable skills and perspectives that will make anyone more successful in their professional life. Finally, by showing students all the options that entrepreneurship offers as a potential career path, we begin the process of training you to become a successful entrepreneur.


Repeatability: This course may not be repeated for additional credits.

SGM 3502. Software Applications to Business Problems. 3 Credit Hours.
This course provides hands-on experience in the application of personal computer software to business problems. Students learn to use the Excel spreadsheet program for tasks such as evaluating investment opportunities, amortizing a loan and planning the timely completion of numerous related projects. Financial statement analysis, budgeting, and forecasting are also reviewed.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School

Repeatability: This course may not be repeated for additional credits.
SGM 3503. Innovation that Works: Building and Assessing Innovative Business Models. 3 Credit Hours.
The modern competitive landscape requires agile, learning organizations that can constantly innovate and reinvent themselves. Many of the management principles and business models that have served executives well for the past 100 years are no longer appropriate or optimal. Unfortunately, innovative ideas and business models can be difficult to assess leaving many companies to stagnate and eventually fail. By integrating topics from students' core business courses with leading-edge management practices and creative problem solving, students will come to understand the implications of organizational innovation through a business model lens. This is accomplished through a number of hands-on exercises and mini-projects in which students talk with actual entrepreneurs in order to understand their challenges and generate innovative solutions. This process helps you evaluate novel business model ideas--What if you gave your product away for free? Can an organization function with no employees (or can you find employees to work for free)? Can you build a multi-million dollar business with no startup capital? These are just some of the alternatives that this course will help you appreciate as you learn to be a more innovative, analytical, high-impact employee or entrepreneur.


Repeatability: This course may not be repeated for additional credits

Pre-requisites:
SGM 3501|Minimum Grade of D-|May not be taken concurrently.

SGM 3511. Doing Well by Doing Good: Where Innovation and Entrepreneurship Meet Social Impact. 3 Credit Hours.
These days the boundary between for-profit and social entrepreneurial ventures is increasingly becoming blurred. Every company, large and small, is making the multi bottom line of people-planet-profit an all-important goal. If you work in any organization or want to start a new venture of your own it is critical that you prioritize "purpose" or create "meaning." Organizations that ignore their impact on society and the world miss out on opportunities for innovation as well as the immense competitive advantage to having a positive social impact (i.e., doing good) while you do well. If you make meaning you will make people want to write stories about you, want to work for you, and want to buy from you. This course will explore the various ways the emerging U.S. social enterprise sector is evolving. More broadly, this class examines the ways in which entrepreneurship and business in general is embedded in--and affects--larger social, cultural, ecological, and economic relationships.

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
SGM 3501|Minimum Grade of D-|May not be taken concurrently.

SGM 3521. Finance Your Ideas: Crowdfunding, Grants, Banks, Venture Funds, Corporate and Private Investment. 3 Credit Hours.
In this course you will get out of the classroom and pitch a source (or sources) in order to find funding for your (or your team's) business idea. Ultimately, every pitch requires a feasible business idea but whether you head to Kickstarter to produce a crowdfunding video pitch, present your business plan to a bank, apply for a government grant, present to the powers-that-be inside an existing organization, or pitch to the angels and VC investors that will be invited as guests to the class, will depend on the type of business idea you have. This course discusses a range of equity and non-equity financing options available to organizations today. One of the biggest problems for Temple entrepreneurs is financing their ideas--although securing funding is always difficult, this course helps you appreciate several options you have and the implications for each. A special focus will be paid to the investment decision (i.e., what does it take to persuade an investor to part with their hard earned money) and students will gain insights into factors that influence the viability and financial health of a business as well as the steps that can be taken to increase venture valuation.

NOTE: Most students that take this course should enter having already assessed the viability of their idea for a new venture. We recommend that students take both an ‘Entrepreneurial Thinking’ (e.g. SGM 3501, 0827, 5117) and ‘Entrepreneurial Management’ (e.g. SGM 3503, 3001, 5187) course prior to taking SGM 3521. Students who do not meet this criteria may be required to complete additional supplementary work and may want to contact the professor to find out if they are sufficiently prepared to take this course. Entrepreneurship majors may want to consider taking SGM 3521 at the same time or even after SGM 4596.

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
SGM 3501|Minimum Grade of D-|May not be taken concurrently.

SGM 3520. Special Topics - Strategic Management. 3 Credit Hours.
Special topics in current developments in the field of general and strategic management.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School

Repeatability: This course may be repeated for additional credit.

SGM 3582. Independent Study. 3 Credit Hours.
Readings and/or papers under supervision of a faculty member.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School

Repeatability: This course may be repeated for additional credit.
SGM 3585. Incubator Internship: Contribute, Connect and Learn as a Part of the Entrepreneurial Ecosystem. 3 Credit Hours.
Accelerators and incubators have proven to be quite successful at launching and enabling successful new ventures. These programs help organizations move through multiple milestones and stages, constantly evaluating the success and prospects for the venture, and recommend pivots or changes in the core concept as necessary. This process requires support personnel with a huge range of experience - from business students to work on marketing plans and business models, to engineers and computer programmers to help build prototypes, to law / legal studies students to help assess IP and other legal issues related to incorporation to media and communication students to generate press or help create videos and webpages for crowdfunding campaigns. In this internship students will be placed in one of these accelerators/incubators so that they can leverage their expertise, gain experience (and a portfolio) working with various new ventures, enhance their networks, and learn what makes these ventures succeed vs. fail. Accelerator/incubator options include those that help Temple students, those that assist with technology commercialization, those that focus on small businesses in North Philly, those focused on app-based companies, and many more both within Temple and elsewhere in the region or around the country / world.
Note: Please check http://iei.temple.edu/internships or email: entrepreneurial-internships@temple.edu with questions or for more information (students must have their internship arranged and complete necessary paperwork before the first week of class or they will be dropped from the course).
Repeatability: This course may be repeated for additional credit.

SGM 3682. Independent Study. 3 Credit Hours.
Readings and/or papers under supervision of a faculty member.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

SGM 3685. New Venture Internship: Learning to be a High-Value Employee, Manager, or Founder. 3 Credit Hours.
During this semester long course, students will work in an entrepreneurial new venture on a specific high-value project (internships are 100 hours). In parallel to the internship, students will be working with the course faculty (typically experienced mentors, executive coaches, or consultants) in one-on-one, team, and group sessions as they learn how to manage a project-based internship. Emphasis is placed on helping students understand how they create value for the organization they are working with while making sure they learn the most from the experience themselves. The IEI typically has a number of internships available or students are welcome to come to the course with an internship opportunity in mind. We strongly recommend that students take the opportunity to reach out to companies and organizations that they really want to work in. The best internships are typically with smaller, high-growth entrepreneurial companies and organizations - not with large, traditional organizations (and not with family or friends).
NOTE: Please check http://iei.temple.edu/internships or email: entrepreneurial-internships@temple.edu with questions or for more information (students must have their internship arranged and complete necessary paperwork before the first week of class or they will be dropped from the course).
Repeatability: This course may be repeated for additional credit.

SGM 4596. Strategic Planning: The Business Plan as a Strategic Tool for Existing Businesses and Entrepreneurs. 3 Credit Hours.
The business plan (BP) is frequently misunderstood and assumed to be most relevant when entrepreneurs seek external funding. In actuality, the BP simply encourages entrepreneurs and managers alike to invest some thought, some time, and some ink before they risk a great deal more time, resources, and money launching an ill-conceived new venture. In addition, the BP is frequently underappreciated as a vital instrument for existing businesses. Senior managers often evaluate a potential departure from existing business models by engaging multiple internal stakeholders, hiring consultants, benchmarking and establishing milestones--as momentum builds the process takes on a life of its own. Ultimately, a great deal could have been saved if a BP had been created from the start. This course teaches students a very practical skill--the know-how to fully develop and flesh-out an innovative new business model via a business plan. In addition, all students will present their ideas to experienced entrepreneurs for feedback and have the opportunity to submit their BP to the Be Your Own Boss Bowl (BYOBB) competition for a chance to win $125k+.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(SGM 3501)|Minimum Grade of C-|May not be taken concurrently)
AND (SGM 3503)|Minimum Grade of C-|May not be taken concurrently).