



**Honors Program**  
**UNIVERSITY OF GEORGIA**

**INTRODUCTION TO MARKETS AND ENTERPRISES**

*SPRING 2018 APPLICATION*

This one-hour course is offered in conjunction with the Corsair Society, an Honors Program-sponsored organization that helps prepare dedicated UGA undergraduates for careers in business. The course is intended for highly motivated second-year students, whether in the Honors Program or not, who may be considering a business career. Students will learn about the macroeconomic climate, how markets and businesses function, and the realities of careers in financial services, general management, and consulting. Speakers will include leading business professionals involved in a variety of companies and industries to include the private equity, investment banking, asset management, and consulting sectors, as well as enterprises across the industrial complex.

Both Honors and non-Honors students with a minimum cumulative GPA of 3.4 may apply for the course. Applications must be submitted to [uga.marketsandenterprises@gmail.com](mailto:uga.marketsandenterprises@gmail.com) in PDF format by 11:59 p.m. Monday, Oct. 16. Please send any questions to [uga.marketsandenterprises@gmail.com](mailto:uga.marketsandenterprises@gmail.com).

Course Listing: HONS 1990H

Credit Hours: 1

Grading System: Pass / Fail

**Personal Information**

Name: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Local Mailing Address: \_\_\_\_\_

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**Academic Information**

Major(s): \_\_\_\_\_ GPA: \_\_\_\_\_ Expected Graduation Date: \_\_\_\_\_

**Supporting Documents**

*Please attach these documents in the order they are listed. Answer essay questions in 250 words or less.*

1. Resume.
2. Describe your future career plans.
3. Discuss a recent business-related article you have read (example sources include the Wall Street Journal, The Economist, Barron's, etc.).
4. If you could own any company in the world what would you own and how would you grow it?

# **HONS 1990H Introduction to Markets and Enterprises Tentative Syllabus**

Spring 2018  
[Mondays, 3:35 PM-5:30 PM]  
[Moore College 309]

*The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*

## **Contact Information**

Supervising Instructor:	Dr. David Williams ( <i>dwilliam@uga.edu</i> )
Instructor's Assistant:	Amanda Pruitt ( <i>apruitt@uga.edu</i> ; 706-542-0532)
Office Hours:	By appointment
Teaching Assistant:	Current Corsair student: Leigh Peters ( <i>leigh.peters3@gmail.com</i> )

## **Course Overview**

The course will begin with an introduction of Porter's five forces, which will be used as a lens to view the different industries and case studies presented during the semester through. Following, that the course will focus on Mergers and Acquisitions and the institutions involved in those financial transactions. Subsequently the course will compare private and public institutions that are affected by the financial institutions previously discussed. The course will then highlight management consultant's roles advising and solving problems for companies. The course will conclude with a course on leadership and business ethics and corporate social responsibility. The flow of the course will emphasize how important each of the different institutions' work is to one another, as well as explain how they all work together.

## **Course Requirements**

- Each student must attend and actively participate in each class session.
- Each student must complete all assigned reading and tasks.
- Each student must meet with TA to discuss career development.

## **Attendance Policy and Grading**

Due to the relatively few number of class sessions in the course, regular attendance is required to attain a satisfactory grade. Difficulties in meeting this expectation will be addressed by the TAs and/or Dr. Williams.

This course is graded Satisfactory (S)/ Unsatisfactory (U). Students who complete all assignments, abide by the attendance policy, and actively participate in the course will earn a satisfactory grade. Students who fail to meet one or more of the course requirements may receive an unsatisfactory grade.

## **Academic Honesty**

All academic work must meet the standards contained in "A Culture of Honesty." All students are responsible to inform themselves about those standards before performing any academic work.

*Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor or designate during regular office hours or by appointment.*