# MGT 4993 FALL 2015 COURSE INFORMATION SHEET

**Course Title:** Special Topics in Management: Business Meets 3D Digital Design and Fabrication  
**Course Number:** MGT 4993 Section FMWA  
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**Office:** Vertical Campus NVC 9-265, Vertical Campus 2-140  
(within Management Department) (within Lawrence N. Field Center for Entrepreneurship)  
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**Course Description:**  
This course will explore how the choices and processes one makes when designing and creating three-dimensional objects are also a series of business choices, processes and decisions. Readings, case studies, and hands-on projects emphasize the development of critical skills and their application to business and design issues of the present. Students will learn some of the fundamental principles of three-dimensional design (line-plane-volume-mass-space-light) and have access to using digital tools in the design and creation process such as computer-aided design (CAD) programs and rapid prototyping (RP) technologies for three-dimensional visualization. The course focuses on the business context of entrepreneurial and startup ventures.  
Prerequisite: MGT 3120 or permission of instructors  

**Syllabus:**  
The course website [https://blogs.baruch.cuny.edu/3dfall2015](https://blogs.baruch.cuny.edu/3dfall2015) is where you will find the “course schedule” and assignment details.  

**Specific Course Objectives:**  
In this course, you will build your conceptual and practical knowledge of 3D Digital Design, Fabrication, Ideation and Revenue Analysis. More specifically, you will:  

- Analyze the impact that technology has on business.  
- Develop an understanding of the designer’s perspective in the new venture process, including the challenges associated with decision-making in the face of uncertainty.  
- Gain knowledge about opportunity identification and evaluation, and idea generation.  
- Expand your understanding of various industries and the entrepreneurial dynamics therein.  
- Develop your ability to think, listen and speak like a successful entrepreneur and designer.  
- Create a detailed plan to brainstorm, design, iterate, and produce a product.  
- Explain and rationalize revenue models for new ventures.
BBA Learning Goals Addressed in this Course:
The faculty of the Zicklin School of Business has adopted seven (7) “Learning Goals” for BBA students. The purpose of these goals is to create a common understanding between students, faculty and potential employers of the core objectives for a business education. The seven goals, together with assessment criteria, can be viewed at http://zicklinprod.baruch.cuny.edu/zk/resources/teaching/aol/undergraduate/undergraduate-programs/bba-learning-goals.

The following Zicklin Learning Goals will be addressed in this course:

- **Analytical Skills** - Students will possess the analytical and critical thinking skills to evaluate issues faced in business and professional careers.

- **Technological Skills** - Students will possess the necessary technological skills to analyze problems, develop solutions and convey information.

- **Communication Skills: Written** - Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.

- **Business Knowledge/Integrative Abilities** - Students will have knowledge of the basic disciplines in business management, and be able to apply and integrate that knowledge effectively in problem specification and problem solving.

- **Proficiency in a Single Discipline** - Students will possess a deep understanding of and intellectual competence in at least one business discipline.

Expectation from Students/Grades:
Classes meet in-person most Mondays and Wednesdays during the semester. We will collaborate closely, and meet regularly, with ART 3041 Special Topics in Studio Art: 3D Digital Design, which is taught by Prof. Zoe Sheehan Saldana from the Department of Fine and Performing Arts. Please be aware that class meetings will include students enrolled in both courses, and may take place in various classrooms. Prof. Sheen Saldana’s contact details are Zoe.Sheehan@baruch.cuny.edu and (646) 312-4063.

Some classes we will meet in our classroom and others in the computer lab for ART 3041 (VC 8-165). Class meeting locations will be posted on the course website.

The schedule for when course readings, media and assignments are due is posted on the course website. This schedule is subject to change, as based on in-class activities and guest speaker availability. Also, some additional readings may be assigned during the semester.

Course communication will take place through announcements in class, emails, and the course website. Several assigned readings (i.e., those not found in the reader) will also be posted to the course website. You must have fully operational Blackboard and Blogs@Baruch accounts.

In-Class Component
Classes meet on Mondays and Wednesdays. It is assumed that if you have registered to take the class then you have the time in your schedule to attend the class.

You are allowed to miss two classes without penalty, no questions asked. Subsequent absences over this limit will reduce your Class Contribution grade.

You are expected to show up on time and stay until the end of class. You are allowed to be late for two classes without penalty, no questions asked. Subsequent lates over this limit will reduce your Class Contribution grade.
You are responsible for all material missed due to lateness, early departure, or absence. That means you need to find out from your classmates what was covered. It is not our responsibility to re-teach the class.

**Class Discussions**
You are expected to have finished all readings and other work assigned for each class period and to be able to offer informed and thoughtful comments in class discussions. How you conduct yourself during these in-class sessions is graded and part of your class contribution grade, so please keep in mind the following:

In these classes we expect your active participation as a speaker AND a listener. An environment of respect is conducive to learning, and an important component of respect is listening attentively and patiently to the person who has the floor. Please do not hold disrespectful side-conversations (this includes texting) that distract your colleagues (and the instructors) from the class discussion and the learning experience.

You can use your laptop, tablet, etc. for class-related purposes only – this means for note-taking, referring to your class readings or participating in a class exercise.

Texting, tweeting, websurfing, etc. is absolutely not acceptable during class. These are all activities that distract you from the educational process. We consider you to be absent if you are not paying attention. **We reserve the right to mark you “Absent” for the day if we find you doing the above activities.**

Factors that positively influence your grade:
- Attending class and arriving on time
- Participating during class discussions
- Demonstrating that you have done the assigned readings
- Adding valuable contributions to the class discussions

Factors that negatively influence your grade:
- Missing classes and arriving late
- Leaving the classroom during the class
- Not taking part of class discussions
- Texting, tweeting, etc.
- Side conversations
- Demonstrating that you are not prepared for the class
- Making comments/acting in such a way that detracts to the class discussion
- Detracting from the class’s educational experience

Effective class participation consists of analyzing, commenting, questioning, discussing, and building on others’ contributions; it does not consist of repeating facts or monopolizing class time. The ability to present one’s ideas concisely and persuasively and to respond effectively and respectfully to the ideas of others is a key entrepreneurial skill.

Discussions provide the greatest learning experience when they take place in a constructive environment. We encourage dialogue; we do not need to agree with each other. Ask thought provoking questions! But, we insist that this dialogue take place in an environment in which we are respectful and open to hearing opinions that differ from our own. Comments that are not respectful and/or are counter to the educational environment will be deleted. Any situation where comments are deleted will significantly impact your overall class grade.

**Online Component**
Part of the learning in this class will take place online using Blogs@Baruch. You must sign up for the course website, [https://blogs.baruch.cuny.edu/3dfall2015/](https://blogs.baruch.cuny.edu/3dfall2015/). As the semester progresses, you will make your own blog.
Blogging should be treated similar to an in-class discussion in that posts should demonstrate that you have read materials and are contributing to the discussion. Your writing style should reflect that you are part of an academic community and a professional. The tone of your posts should be professional and written in the King’s English. Posts that are written in the style of texting or informal emails among friends will be ignored and not graded. Proofread your work and check that your post (texts and images) appears as you intend it to.

**Real World Component**
There may be occasions when you are asked to conduct independent research at area businesses, fabrication labs, research facilities, conferences, etc. concerned with 3D design and fabrication.

**Studio Component**
You will be making things in the course, whether in 3D or 2D formats. There are assignments that will require you to use 3D design software and prototyping technologies. We will let you know when you may sign up to use this software/equipment. 3D printing is time consuming. Errors, false starts, and failures are the norm. Many drawings, models, prototypes, prints and reprints are needed to achieve a quality result. Printers cannot be ‘set and forget’. Expect to spend substantial time designing, modeling, fixing, printing…and then designing, modeling, fixing, and printing again, and again. All required technology will be available in Baruch facilities. However you should not expect to complete studio exercises using only class time. You will be required to work outside of class time during open lab hours or on home workstations if possible.

**Questions and Office Hours**
You are encouraged to use the course website to post questions, comments, or concerns about the class that are not personal in nature. If you are unsure about a particular assignment or deadline, you must first make sure that you read over the syllabus and posted course information. If after reviewing these course materials you still have a question then please post the question to the course website.

All students may and should answer such questions. We will regularly monitor the course website. One purpose of the course website is to make sure that all students are comfortable with the course material and the assignments. That being said, do not waste the time of your classmates and instructors by posting a question before reading through everything.

In regards to email correspondence, please address your emails to Allison.Lehr-Samuels@baruch.cuny.edu and Monica.Dean@baruch.cuny.edu. You may also wish to contact Zoe.Sheehan@baruch.cuny.edu. If you are not using your Baruch email account, please make sure you include your name in your email.

We will do our utmost to respond to you within 48 hours.

**ASSIGNMENTS & GRADE POLICY:**
Details regarding assignments will be posted to the course website. In general, work is evaluated based on achievement of technical and creative concepts, thoughtfulness, attention to detail, effort, and originality of approach. Students are encouraged to take risks and try new things. For final grading,

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<td>Blog (Midterm/Final/Readings/Studio Exercises)</td>
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**General guidelines:**
Late assignments will not be accepted, but you can submit earlier than the due date.

**Please adhere to the length requirements as we will take off points for assignments that are too short or too lengthy.**
An important writing skill is conveying the relevant information in the allotted space. You can write less than the maximum allowance, but note that we set these limits with an understanding of what a good assignment should include, so assignments that are much shorter might be missing key components.

**Writing:**
For an entrepreneur, effective communication is essential. Writing clearly and effectively is one of the most important skills an entrepreneur can develop. Writing well is a continuous process. Time invested in writing will pay off—the more you re-write and edit your work, the more clear and effective it will become. To help you improve as writers, we will grade for writing style and clarity as well as for content. The College offers several wonderful resources for assisting you with developing your written work.

The **Writing Center** ([http://writingcenter.baruch.cuny.edu/](http://writingcenter.baruch.cuny.edu/)) is open to all undergraduates attending Baruch College. It supports all areas of the writing process, including pre-writing strategies, developing a thesis, critical thinking, organization, evidence and support, grammar, vocabulary, revision, etc. *Support does not include editing or proofreading.* You can schedule appointments by phone or by going to the Center. You can schedule appointments by phone (646 312 4012) or by going to the Center (NVC 8-185).

The **CUNY WriteSite** ([www.writesite.cuny.edu](http://www.writesite.cuny.edu)) is an online writing lab. As such, it is always available. The WriteSite offers online instructional support in grammar and style, as well as help with each stage in the writing process. It provides interactive practice exercises and discussions about writing issues. The site also has helpful links to campus and Web-based writing resources.

You should also read the Zicklin School of Business Written and Oral Communication Assessment Criteria, located in the Syllabus section of this course’s Blackboard site. Overall, you are expected to adhere to writing standards described in of *The Little, Brown Writing Handbook*, (10th edition) by Fowler and Aaron.

**Materials:**
We will use the course tools on an ongoing basis, so you need to obtain your own. Please keep in mind that our institution adheres to USA copyright law which means that it is illegal for you to copy and/or duplicate the copyrighted material in any manner. Additional readings and assignments will be posted to Blackboard or distributed in class.

**Required Readings:**

**Suggested Readings:**

**Required Tools:**
- A 6-inch steel ruler (15cm) with 1/16” (1mm) markings ($2.50). Alternately, a digital caliper (such as [http://www.amazon.com/gp/product/B000R8ZUG4](http://www.amazon.com/gp/product/B000R8ZUG4), $20)
- A few drawing pencils and a white eraser ($5-10)
- 9x12” pad of tracing paper ($5)
• X-acto knife and spare blades, or similar ($5-10)

• Optional: Sketchbook or notebook that you like to draw, write, doodle, and stick stuff in

• Jump drive or other device for storing digital files. Best to have two of these. You MUST back up your work regularly or you will lose it and that will be sad for you since we will show no pity.

• Sketchup Make – if possible, install this free software to your personal computer. The software will also be available on select lab computers. [http://www.sketchup.com/products/sketchup-make](http://www.sketchup.com/products/sketchup-make)

• In order to import and export .STL files for 3D printing you will also need to install a SketchUp extension (a kind of plug-in) called SketchUpSTL. It is a simple install using SketchUp’s extension manager (from SketchUp go to Window>Extension Warehouse and then do a quick search for SketchUpSTL). Or visit [https://github.com/SketchUp/sketchup-stl](https://github.com/SketchUp/sketchup-stl)


• Recommended: A subscription to [http://Lynda.com](http://Lynda.com)

**Recording Policy:**
We take attendance every class by making a note of who is present and who is and is not on time. We then write up this information after class. **Even though you do not see us taking attendance, remember that we take attendance each and every class.**

**Attendance Policy:**
*If you miss several face-to-face classes and/or blog posts you will fail the course.* If you anticipate having a hard time meeting these expectations you should not enroll in this course.

Baruch policy mandates that all students attend every session of their courses. If a freshman or sophomore is absent in excess of twice the number of class sessions per week, the instructor must give the student a WU grade, which counts as an F. The instructor may give a junior or senior a WU grade (the equivalent of an F) for excessive absences. The Registrar’s office requires that students who have attended no classes before week 5 be dropped from the class.

Therefore, we expect you to attend every “face to face” class, to arrive on time to class, and to stay for the entire class period. It should be evident that we cannot award you points for class contribution if you are not there either physically or mentally.

You are allowed to miss two face-to-face classes without penalty, no questions asked. Subsequent absences over this limit will reduce your Class Contribution grade.

You are expected to show up on time and stay until the end of class. You are allowed to be late for two classes without penalty, no questions asked. Subsequent lates over this limit will reduce your Class Contribution grade.

Absences will reduce your Contribution grade. You are responsible for all materials, assignments and class discussions, even if you are absent due to lateness, early departure, or absence.

**Academic Integrity:** Cheating and plagiarism are serious offenses. Ignorance of the rules is not an acceptable excuse for disobeying them.
You are expected to know and adhere to the Baruch College Academic Honesty Policy, found at http://www.baruch.cuny.edu/academic/academic_honesty.html. It states, inter alia, that academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.

Our policy is to give a failing grade to any assignment that has been plagiarized or an exam in which a student has cheated. In addition, your final course grade will be a “D” and we are required by College policy to submit a report of suspected academic dishonesty to the Office of the Dean of Students. This report becomes part of the student’s permanent file.

The following definitions are based on the College’s Academic Honesty website:

Cheating is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:
- Copying from another student during an examination or allowing another to copy your work
- Unauthorized collaborating on a take home assignment or examination
- Using unauthorized notes during a closed book examination
- Changing a corrected exam and returning it for more credit
- Submitting substantial portions of the same paper to two classes without consulting the second instructor
- Allowing others to research and write assigned papers including the use of commercial term paper services

Plagiarism is the act of presenting another person’s ideas, research or writing as your own:
- Copying another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another).
- Presenting another person's ideas or theories in your own words without acknowledging them.
- Using information that is not considered common knowledge without acknowledging the source.
- Failure to acknowledge collaborators on homework and laboratory assignment.

Allison Lehr Samuels and Monica Dean