Course Syllabus: 3630.07
The Middle Market Industry Cluster
Fall Semester 2015

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Course Content
The purpose of this course is to cover important business issues of middle market firms. We begin the course with a revenue-based definition of the middle market. This definition is used to show the size and significance of this segment in the United States, including their performance during the Great Recession. This is followed by a review of characteristics of such firms, and thus their distinguishing features. Thereafter the course covers issues of middle market firms from the perspectives of a number of management functions (such as finance and marketing). Academic lectures are supplemented with talks by middle market managers. Besides a written examination, students are required to complete a research paper on a middle market company.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Mid-term Paper</td>
<td>35</td>
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<tr>
<td>Final</td>
<td>45</td>
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<tr>
<td>Attendance and Participation</td>
<td>20</td>
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<tr>
<td>TOTAL</td>
<td>100</td>
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**Academic Misconduct**

Any material submitted for course credit must be your own work if it is an individual-based assignment or the work of your team if it is a group-based assignment. Students are not permitted to discuss, read, etc. the work, thoughts, and ideas regarding the homework or exams with other students (or another team for case work). If outside references are used, they must be properly referenced. It is recommended that you take action to protect your work, such as collecting your materials from the lab printers and disposing of rough drafts at home.

Homework submissions that are similar to current or past submissions may initiate serious disciplinary action, so please do your own work as an individual or, when required, as a team. You may not use solutions, templates, spreadsheets, documents, or any other material not specifically provided by your instructor for this course, this term.

Academic misconduct will not be tolerated, is a serious threat to the integrity and value of your degree, and can have very serious consequences.

**Disability Accommodation**

If you need an accommodation based on the impact of a disability, please arrange an appointment as soon as possible - we need to discuss the course format and explore potential accommodations. I rely on the Office for Disability Services for assistance in verifying need and developing accommodation strategies. You should start the verification process as soon as possible.

**Other**

The class uses the Carmen course management system. Students are responsible for reviewing Carmen regularly, for lecture slides, business case, and Exam information.

**Cell Phones Should Be Turned Off During Class**

It is disrespectful of fellow students to answer a phone and it is disrespectful to the instructor for you to text while teaching. Your grade will be marked down by 5% of your total grade for even a single instance. There will be no exception.

**Use Laptop Sparingly**

If at all you bring a laptop to class use it sparingly to access lecture slides and/or to take down notes. You are NOT allowed to access internet to check your emails or other websites during the class. Your grade will be marked down by 5% of your total grade for even a single instance of using laptop/notepad/i-pad or other devices for activities unrelated to class. There will be no exception.
COURSE OUTLINE (Subject to Change)

Week One: Introductions, Overview, and Housekeeping

Week Two: Overview of the Middle Market

Week Three: Growth Champions and Unique Insights

Week Four: Innovation

Week Five: Talent Management

Week Six: NO CLASS

Week Seven: Operations

Week Eight: Marketing - Franchises

Week Nine: Marketing – Professional Sports

Week Ten: NO CLASS

Week Eleven: Finance – CFO’s perspective

Week Twelve: Site Visit – Local MM company

Week Thirteen: Leadership

Week Fourteen: Operations - Franchise

Week Fifteen: Course Recap – Final Exam

COURSE MATERIALS

To Be Determined – posted to Carmen