

Small Business Management 3618-02

Spring 2015 Mon and Weds, 11:00am-12:20pm

Instructor: Monica Williams Smith

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Office Hours (Room 2323)

Mon and Weds: 9:30am-11:00am, 12:30pm-4:00pm (with a few extended days to 5:30pm)

Telephone: (678) 839-4826

Email: Course Den (D2L) is the preferred method to contact the Instructor about any course related questions, suggestions, or concerns

Required Text

Small Business Management: Launching & Growing Entrepreneurial Ventures, 15e

Authors: Justin G. Longenecker, J. William Petty, Leslie E. Palich, and Carlos W. Moore

Course Description

This course is a study to isolate and examine for solution the significant problems encountered by men and women who establish and manage small businesses.

Learning Objectives Related to Learning Goals

1. Demonstrate in-depth understanding of new ventures and how they originate. (BBA 4)
2. Demonstrate in-depth understanding of how the integration of a number of different disciplines, (including marketing, economics, finance, accounting, law, leadership, ethics, and human resource management) form the foundation of a business. (BBA 4)
3. Research and evaluate new business opportunities. (BBA 1, MGT 2)

Evaluation of Course Objectives

You will be given *four exams, an entrepreneur interview paper and presentation, and class participation activities* to evaluate your understanding of the course objectives.

Exams: Each exam will have questions designed that cover various sections of the text and class discussion. The average of the four exams will be worth 85 % of your total grade.

Entrepreneur Interview and Presentation: An entrepreneurial assignment will be assigned during the course. Groups of two or three students will be chosen by the class to complete this assignment. You have been given two class days to use for preparation for this assignment. Use this time wisely to discuss your paper and presentation with your group and perhaps schedule your actual interview with your chosen entrepreneur during this class time. This assignment will be worth 10% of your total grade.

Class Participation: There will be various in class assignments and activities that will be worth 5% of your total grade. You **MUST** be present to receive credit for these activities. The assignments and activities will **NOT** be announced prior to class.

Class Policies for Management 3618-02

Academic Dishonesty

Academic dishonesty in any form will not be tolerated. Academic dishonesty includes cheating, collaboration, plagiarizing, etc. Any instances of academic dishonesty will be dealt with in accordance with University policies, which may include failing the assignment, a failing grade in the course, and/or referral to the Vice President for Student Affairs.

Attendance

You are expected to prepare for, attend, and actively participate in class. Although attendance will not be recorded on a regular basis, you must attend in order to participate. Good attendance practices could positively affect your overall grade in this course.

You must have a *legitimate* reason for missing an exam (death in the family, serious illness, etc.). A doctor's excuse is necessary if an exam must be made up due to a serious illness. If you are going to miss an exam, you must contact the Instructor prior to the test or you will receive a zero for the exam. Make-ups will **ONLY** be provided if the reason for missing the test is approved. All approved make up exams will be given on the day of finals, April 20th.

Credit Hour Policy (3 credit hours)

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Extra Credit and Extra Points

No one student will be given extra credit opportunities or extra points at the beginning, middle, or end of the course. The Instructor reserves the right to give the entire class an extra credit opportunity at her discretion. There are **NO** exceptions.

Grading Scale

Your final grade will be calculated using your grades from the four exams, the entrepreneurial assignment, and class participation. The grading scale is as follows:

A: 90-100 B: 80-89 C: 70-79 D: 60-69 F: 59 and below

Requests for Modifications

Any students requiring modifications should make an appointment to meet with the Instructor as soon as possible. An official letter from UWG documenting the disability is required in order to receive accommodations.

On exam days, only students who have a documented disability that includes the need for frequent restroom visits will be permitted to leave the classroom during an exam. All other students are asked to take all restroom breaks before the exam, or be prepared to turn in the exam before you leave the classroom.

Student Rights and Responsibilities

Please carefully review the information at the following link:

[http://www.westga.edu/assetsDept/vpaa/Common Language for Course Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Syllabus

The Instructor can change the syllabus as needed during the semester.

Technology

The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices ***will be*** banned for the remainder of the semester. **Cell phones should always be turned off or on silent and NEVER used during class.**

Entrepreneur Interview Paper

During this course, you will have the opportunity to meet with and interview an entrepreneur of your choice. Teams of two or three students will be chosen by the class to complete this assignment. ALL papers are due on **April 8th, 2015**.

Criteria for Entrepreneur

- Remember, an entrepreneur owns and operates the business. A manager of a business is not appropriate for this assignment if he/she does not actually own the business. The size of the business is not imperative for this assignment, but the business must be in operation.
- The products and/or services sold by the entrepreneur must be legal and appropriate to present for this university course. If a group's chosen entrepreneur is deemed inappropriate by university standards, the group could receive a failing grade for this assignment.
- Your group is not limited to Carrollton, GA, but the entrepreneur must be accessible.

Criteria for Interview

In your interview you should ask the following questions:

1. What is the nature of your business?
2. Why did you start the business?
3. Is this a family owned business?
4. Who is your target market?
5. What are some of the challenges that you face as a business owner?
6. What lessons have you learned that you would share with future entrepreneurs?

You are not limited to the questions above for your interview. However, be extremely careful of invading the privacy of the business owner.

Criteria for Paper

In addition to the interview question answers, please include the following in your paper:

- Information about the product to include the description and pricing
- Location of the business (you are not limited to Carrollton, GA)
- Discussion of the entrepreneur's product and/or service industry
- Your group's personal thoughts about the business and any suggested improvements
- The paper should be at least 4 to 7 pages and you may double space. Please include a cover page with the names of group members and the business used for the project.

Entrepreneur Interview Presentation

Groups will present their entrepreneur interviews in the form of an oral presentation **OR** a video presentation. Presentations will be presented during various assigned class days.

Criteria for Presentations

Presentations should include the following:

- Description of the business and business owner
- Information on the product and product pricing
- Comments from the entrepreneur from the interview
- Group's thoughts on the business and any suggested improvements

Criteria for Oral Presentation

- Each group will have 5 to 7 minutes to present their project to the class
- Each group member must present some portion of the presentation to receive credit
- Powerpoint or other presentation software must be used for the presentation and other tangible products related to the business are welcomed and encouraged for the presentation
- You **MUST** have pictures of the business and the products, and a picture from the interview session if possible
- Please dress professionally for your presentation

Criteria for Video Presentation

- Each group has the option to present a video presentation instead of an oral presentation of the interview
- The video must show evidence of the interview session with the chosen entrepreneur
- The video should also show the actual business and products sold
- The video should be properly edited and ready to present on presentation day
- Groups who choose this option instead of the oral presentation are welcomed to make it their own and have fun developing the presentation
- Each group will have 5 to 7 minutes to present their project to the class

Criteria for Evaluation

- Your group will be graded as a whole on the paper and presentation
- Each group member must present some portion of the presentation to receive credit (oral or video)
- You must complete the paper and presentation to be eligible to receive full credit

Course Schedule, Management 3618-02 (Spring 2015)

Date	Tentative Course Schedule
January 5, 2015	Syllabus
January 7, 2015	Entrepreneurial Life and Entrepreneurial Integrity and Ethics- Chapters 1 and 2
January 12, 2015	Franchising and Buyouts -Chapter 3
January 14, 2015	Getting Started- Chapter 4 (<i>Special Presentation: RCOB Guest, Dr. Paul Lopez</i>)
January 19, 2015	MLK Holiday (No Class)
January 21, 2015	The Family Business-Chapter 5
January 26, 2015	Exam One
January 28, 2015	<i>Entrepreneur Paper and Presentation Preparation Day</i>
February 2, 2015	The Business Plan: Visualizing the Dream-Chapter 6 (presentations)
February 4, 2015	Special Presentation: <i>RCOB'S Executive in Residence, Michelle Morgan</i>
February 9, 2015	The Marketing Plan-Chapter 7 (presentations)
February 11, 2015	The Human Resources Plan-Chapter 8 (presentations)
February 16, 2015	The Location Plan-Chapter 9 (presentations)
February 18, 2015	<i>Entrepreneur Paper and Presentation Preparation Day</i>
February 23, 2015	Understanding a Firm's Financial Statements-Chapter 10 (presentations)
February 25, 2015	Special presentation: " <i>A Quick Look at Quickbooks</i> ", Mr. Robert Andoh
March 2, 2015	Exam Two
March 4, 2015	A Firm's Sources of Financing-Chapter 12 (presentations)
March 9, 2015	Building on Customer Relationships-Chapter 14 (presentations)
March 11, 2015	Product Management-Chapter 15 (presentations)
March 16, 2015	<i>Spring Break</i>
March 18, 2015	<i>Spring Break</i>
March 23, 2015	Pricing and Credit Decisions-Chapter 16 (presentations)
March 25, 2015	Promotional Planning-Chapter 17 (presentations)
March 30, 2015	Exam Three
April 1, 2015	Global Opportunities for Small Businesses-Chapter 18 (presentations)
April 6, 2015	Professional Management in the Entrepreneurial Firm-Chapter 19 (presentations)
April 8, 2015	Managing Human Resources-Chapter 20 (all papers are due via D2L) (presentations)
April 13, 2015	Managing Risk in the Small Business-Chapter 23 (presentations)
April 15, 2015	Exam Four
April 20, 2015	Make Up Exams and Final Grades, 11:00am-1:30pm

