

## **Small Business Management 3618-01D**

June 2016, Mon-Fri, 3:00pm-5:15pm

Instructor: Monica Williams Smith

Office: Room 2323

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*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**

By the end of this course you will be able to:

- Demonstrate in-depth understanding of new ventures and how they originate. (BBA 4)
- 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 business. (BBA 4)
- Research and evaluate new business opportunities. (BBA 1, MGT 2)

### **Evaluation of Course Objectives**

You will be given *three exams, two class assignments/activities and a presentation* to evaluate your understanding of the course objectives. Each exam will be worth 100 points with questions designed that cover various sections of the text and are worth 85% of your total class grade. You will also have one presentation that will be worth 9% and two class activities/assignments worth 6% of your grade. Total class grade will be based on the average of all three exams and total points earned for the individual assignment and in class assignments.

### **Grading Scale**

Your final grade will be calculated using the average of the exams, assignments, and presentation.

The grading scale is as follows:

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

## Online Information and Support

- CourseDen Home page  
<https://westga.view.usg.edu>
- CourseDen Help & Troubleshooting  
<http://uwgonline.westga.edu>
- Distance Learning Library Services  
<http://westga.edu/~library/depts/offcampus/>
- Ingram Library Services  
<http://westga.edu/~library/info/library.shtml>
- UWG Bookstore  
<http://www.bookstore.westga.edu>
- Disability Services  
[http://www.westga.edu/studentDev/index\\_8884.php](http://www.westga.edu/studentDev/index_8884.php)

*Additional resources and links are available in the UWG/Online CourseDen (D2L) resources widget on your course homepage.*

This is a partially online course in which 85% of the course will be completed online. Students are required to come to campus during the semester for exams and presentation days. Chapter review days are optional. Students are required to use CourseDen (D2L) throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, submitting assignments, etc.

The following are minimum requirements for completing this class successfully. You must meet these requirements to participate in this class:

- Must have access to a personal computer (PC or MAC)
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact the Instructor immediately. Completion of course requirements will be very difficult and cumbersome without high-speed internet service.
- Software requirements: *Microsoft Office 2007* or higher (available for free through UWG ITS), Adobe Reader, *BlackBoard Collaborate*, and other potentially required downloads listed in CourseDen (D2L)

*\*The Instructor can change the syllabus as needed during the semester\**

## **Class Policies for Management 3618-01D**

### **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**

Because this course has online activity, you are expected to prepare for this course by reviewing each chapter, contributing to any online discussion for each chapter, and completing all assignments. You are **REQUIRED** to come to class on June 10th, 21st, and 25<sup>th</sup>, as noted on the tentative schedule of the syllabus. Students enrolled in this course are expected to be active learners and participants. Evidence of active learning include engagement in chapter readings and participation in class assignments.

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* by the Instructor.

### **Online Class Discussion**

You are highly encouraged to post and respond to any additional discussion postings. Students who actively engage in posting and discussion may have a better understanding of the various topics covered in the course.

### **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.

### **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**

Instructor can change the syllabus as needed during the semester

## Class Activities for Management 3618-01D

### Entrepreneur Assignment and Presentation

During this course, you will have the opportunity to learn about entrepreneurship and how certain theories can help entrepreneurs. For this assignment you will use this knowledge to 1)find an article about a new entrepreneur 2)create two new concepts or strategies for the entrepreneur to enhance the product, marketing, etc and 3)present the article and your new strategies to the class.

### Entrepreneur Presentation Criteria

Presentations should include the following:

- Use various resources (magazines, internet, etc) to find an article about a new entrepreneur and prepare a presentation to present the article and the new product or service that the entrepreneur has developed
- Presentation should be on a legal product or service that is less than 5 years old (new product, service, or a new design on an existing product or service is acceptable)
- Create and present two new concepts or strategies with practical advice for entrepreneurs
- Bring a copy of your article and a visual presentation (Powerpoint or actual product)

You will have 2 to 4 minutes to present your entrepreneur and his/her product.

### Chapter Reviews

Chapter reviews are posted in the course folder in D2L. The audio review is a short overview of the chapters covered in this course. If you need additional assistance or explanations of topics covered, please don't hesitate to contact the Instructor via email to set up a time to discuss.

### 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.

### Online Assignments

You will have two online assignments that will be worth 6% of your grade. Assignments must be completed and submitted in course den. The video assignment will be worth 4% of your grade and the discussion assignment will be worth 2% of your grade.

## Class Days, Management 3618-01D (Summer 2016)

June 10	<b>Exam One-Chapters 3,4,5,6,7, and 8</b>
June 21	<b>Exam Two-Chapters-9,10,12,14,15, and 16 ( Presentations)</b>
June 28	<b>Exam Three- Chapters-17,18,19,20, and 23 (Presentations)</b>