

Small Business Management 3618-01D

Spring 2015: Online Assignments and Mon and Weds, 2:00pm-3:20pm on class days

Instructor: Monica Williams Smith

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, ten quizzes, a paper and presentation, and in class activities and other assignments* to evaluate your understanding of the course objectives. You must have access to a computer to complete and submit the quizzes, paper, and assignments.

Exams: Each exam will have questions designed that cover various sections of the text. The average of the four exams will be worth 78% of your total grade. Exam questions could be multiple choice, true/false, matching, short answer, discussion, etc.

Quizzes: You will have a total of 10 short quizzes that must be completed to receive credit for this activity. Each quiz will be worth .50% of your grade, or a total of 5% for all 10 quizzes.

Entrepreneur Presentation and Paper: An entrepreneurial assignment will be assigned during the course. This assignment will be worth 12% of your total grade.

Activity Days and Article Assignments: There will be various in class activities/assignments that will be worth 5% of your total grade. You **MUST** be present to receive credit for the in class activities.

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 quizzes and assignments. You are **REQUIRED** to come to class for the four exams. You will be dropped from the class if you fail to come to class on those days. Class days include all **exam** days and in class activity days, as noted on the 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.

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 paper and presentation, and the quizzes. 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.

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%20Language%20for%20Course%20Syllabi.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.

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

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 80% of the course will be completed online. Students are required to come to campus during the semester for exams. 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 Assignments for Management 3618-01D

In Class Activity Days

Each month, you will have in class activity days that are noted on the tentative schedule. The activity days will consist of case studies, class presentations, and guest speakers.

Entrepreneur Paper

During this course, you will have the opportunity to research new concepts developed by entrepreneurs. Use various internet sources (magazines, journals, television, etc) to find information about a new product or service. The research presented should be on a legal product or service that is less than 5 years old. You could also use an existing product that has had some type of modification in the past 5 years such as an application on a cell phone. The criteria for the paper are as follows:

(1) Select a legal product/service that's less than 5 years old

Summarize the description of the product/service of your choice and historic information about the entrepreneur. If possible, try to find a product or service that was not created by a large corporation (such as a new Apple project, Google's latest invention, etc)

(2) Discuss at least three entrepreneurial concepts, theories or strategies

Relate the entrepreneur's personal story and/or product design to at least three concepts studied in your required text for the course (ex: perhaps the product is a great souvenir sold in a novelty shop at the Hartsfield-Jackson Atlanta International airport-you could discuss how important the location of the shop is because of the target market group of tourists who would be interested in purchasing the souvenir for themselves, family, and/or friends)

(3) Create at least two strategies for the entrepreneur's product

Strategies could be used to enhance the design, assist with marketing, etc (ex: an idea for the filtered water devices used in our building would be to add flavored water as an option for users with an additional cost)

Please use standard font and double space your 4 to 6 page paper. All papers are due on **April 1st, 2:00pm** and should be submitted in Course Den (D2L). Please include a reference page. This assignment will be worth 9% of your total grade.

Entrepreneur Presentation

You will present your entrepreneurial findings to the class. The purpose of the presentation is to 1) introduce your classmates to the new product you've researched 2) stimulate class discussion on the usefulness of the product. Class presentations will be **March 23rd and 30th, and April 1st**. The presentation will be worth 3% of your grade. You will need to prepare a 2-4 minute brief presentation of your product or service that should include the following:

- 1) Introduction of product or service (history, entrepreneur, etc) with the use of visual aid (powerpoint, other presentation software, website, **OR** actual demonstration of the product or service)
- 2) Present your thoughts on ways to improve your chosen product or service

Exams

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. As mentioned in the syllabus, you are **REQUIRED** to attend class on the following days for your exams:

Exams	Dates
Exam 1	January 28
Exam 2	February 23
Exam 3	March 25
Exam 4	April 15

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.

Quizzes

You will have a total of 10 short quizzes that must be completed to receive credit for this activity. Each quiz will be worth .50% of your grade, or a total of 5% for all 10 quizzes. Each short quiz will cover two or three chapters from the text. You have one hour to complete each quiz with the best of two attempts used as your final score. You must make a score of at least 80 to receive full credit. The quizzes are currently posted in Course Den (D2L) with the corresponding chapters. Many of the quiz questions are on the exams, so it is in your best interest to keep up with the quizzes as you follow along with the chapter readings. Please use your textbook and Powerpoint to find the answers from your readings.

Online Class Discussion

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

Articles

Please find an online article about entrepreneurship and post it to the discussion board. The article could pertain to an entrepreneur, trends in entrepreneurship, advice for new entrepreneurs, etc. There will be two additional assignments based on the articles that have been posted. Take time to browse through your classmate's articles, but you will know which article will be used for the assignment when the assignment is posted. Do NOT use an article that pertains to the product that will be used for your paper and presentation.

Course and Assignment Schedule, Management 3618-01D (Spring 2015)

Date	Schedule of Class Days
January 5, 2015	Class Overview
January 21, 2015	<i>In Class Activity Day</i>
January 28, 2015	Exam One: Chapters 1,2,3,4, and 5 <i>Required Class Attendance</i>
February 2, 2015	Entrepreneurial Articles are due (post on discussion board)
February 11, 2015	<i>In Class Activity Day</i>
February 18, 2015	Article Assignment #1 due (dropbox)
February 23, 2015	Exam Two: Chapters 6,7,8,9, 10, and 11 <i>Required Class Attendance</i>
March 11, 2015	Article Assignment #2 due (dropbox)
March 23, 2015	<i>In Class Activity Day-Presentations</i>
March 25, 2015	<i>Exam Three: Chapters 12, 14, 15, 16, and 17 Required Class Attendance</i>
March 30, 2015	<i>In Class Activity Day-Presentations</i>
April 1, 2015	<i>ALL papers are due/In Class Activity Day-Presentations</i>
April 15, 2015	Exam Four: Chapters 18, 19, 20, and 23 <i>Required Class Attendance</i>
April 20, 2015	Make Up Exams, 2:00pm-4:30pm