

Small Business Management 3618-01

Spring 2016 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 some evenings until 5:00pm)

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

<i>Assignment</i>	<i>Percentage of Grade</i>
<i>Exams</i>	85%
<i>Entrepreneur Presentation</i>	5%
<i>Quizzes</i>	5%
<i>Class Participation</i>	5%

Class Policies for Management 3618-01

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 25th.

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%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.

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.**

Class Assignments for Management 3618-01

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

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 one, 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 will be posted in Course Den (D2L) with the corresponding chapters and due dates. Many of the quiz questions are on the exams. Please use your textbook and Powerpoint to find the answers from your readings. The quizzes take the place of a class day.

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.

Entrepreneur Interview Presentation

During this course, you will have the opportunity to meet with and interview an entrepreneur of your choice. Teams of two students will be chosen by the class to complete this assignment, 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 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 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 improvement

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 presentation
- Each group member must present some portion of the presentation to receive credit (oral or video)

Course Schedule, Management 3618-02 (Spring 2016)

Date	Activity	Date	Activity
January 11	Class Overview	January 13	Entrepreneurship
January 18	<i>MLK Holiday</i>	January 20	Guest Speaker: Mr. Daniel Jackson, Carroll County Chamber of Commerce
January 25	Quiz 1 due	January 27	Franchises and Family Business
February 1	Quiz 2 due	February 3	Exam #1
February 8	Quiz 3 due	February 10	Business and Marketing Plans
February 15	Quiz 4 due	February 17	Human Resources and Location Plan
February 22	Quiz 5 due	February 24	Understanding Financial Statements
February 29	No quizzes are due	March 2	Exam #2
March 7	Quiz 6	March 9	Financing, Customers, and Pricing
March 14	<i>Spring Break</i>	March 16	<i>Spring Break</i>
March 21	Quiz 7 due	March 23	Product Management (class will be held in the Martha Monroe building)
March 28	Quiz 8 due	March 30	Exam #3
April 4	Quiz 9 due	April 6	Globalization and Professional Management
April 11	Quiz 10 due	April 13	Managing Human Resources and Risk
April 18	No quizzes are due	April 20	Exam #4
April 25	Make Up Exams		

