

## **Small Business Management 3618-02D**

Spring 2018: Online Assignments, Mon and Weds, 8:00am-9:15am on class days in Miller, 1201

Instructor: Monica Williams Smith

*Assistant Dean and Senior Lecturer of Management*

Office Hours: Instructor is typically in the office daily. Please call or email in Course Den as needed.

Telephone: (678) 839-6467

Office: Room 1209

*Email: Course Den is the preferred method to contact the Instructor*

### **Required Text**

*Small Business Management: Launching & Growing Entrepreneurial Ventures, 18E*

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**

<b>Assignment</b>	<b>Percentage of Grade</b>
<b>Exams (in class)</b>	78%
<b>Quizzes (online)</b>	5%
<b>Product Summary (online)</b>	7%
<b>Entrepreneur Presentation (online)</b>	3%
<b>Application Assignment (online)</b>	3%
<b>Application Discussion (online)</b>	1%
<b>Article Post (online)</b>	2%
<b>Article Assignment (online)</b>	1%

## **Class Policies for Management 3618-02D**

### **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. Students enrolled in this course are expected to be active learners and participants. Evidence of active learning includes 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, quizzes, and other assignments. 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:

[https://www.westga.edu/administration/vpaa/assets/docs/facultyresources/common\\_language\\_for\\_course\\_syllabi\\_v2.pdf](https://www.westga.edu/administration/vpaa/assets/docs/facultyresources/common_language_for_course_syllabi_v2.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](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. 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)

### **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.

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

## Class Assignments for Management 3618-02D

### 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. A study guide for each exam will be provided in the content folder under each exam module.

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, **May 7th**. As mentioned in the syllabus, you are **REQUIRED** to attend class on the following days for your exams:

Exams	Dates
Exam 1	January 31
Exam 2	February 28
Exam 3	March 28
Exam 4	April 25

### 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. Please use your textbook and PowerPoint to find the answers from your readings.

### Article Assignment

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 one additional assignment 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. This assignment is worth **3%** of your grade (2% for the article post and 1% for the additional assignment). All articles must be posted by **January 17<sup>th</sup>**. Your article assignment will be due by **January 22<sup>th</sup>**.

### **Application Assignment**

When you click on the application assignment in dropbox, you will find a video clip from local application designer, Matt Greene from Populace, Inc. Watch the video and answer the questions located in dropbox pertaining to Mr. Greene's video presentation. This individual assignment is due in dropbox by **February 14th**. The questions are included in the dropbox assignment. This assignment is worth **3%** of your grade.

### **Application Presentation (online)**

In addition to the assignment, you will create your application design idea! Please post your idea to the discussion board for your group. Your app idea post will be worth **1%** of your grade. After all posts have been received (no later than **February 14th**), please do the following:

- 1) All group members **MUST** agree on one of the posted application ideas submitted by the individual group members
- 2) After choosing the design posted by one of your group members, your group can clean up the suggested design before your final submission to the Instructor by **February 21st** (after your group has completed the discussion, please note in the discussion thread the chosen app idea with any modifications)
- 3) An "anonymous" judging will be held and one group will earn **extra credit** for the "best" app idea from the class

### **Entrepreneur Summary**

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 product, 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)

Your **1-2** page summary sheet of the information above should be submitted in D2L. The format of the summary should be as follows:

Introduction: Description of product/service

Concept 1 (your concept from the text and how relates to the product/service)

Concept 2

Concept 3

Strategy 1 (strategy that you create to make the product better)

Strategy 2

Your concepts and strategies should be full statements, and not bullet points. This assignment will be worth **7%** of your total grade and is due on **April 18<sup>th</sup>**.

### **Entrepreneur Presentation (online)**

You will present your product used for the entrepreneur summary to a group of your classmates online. The presentation post must be completed by **March 14<sup>th</sup>**. The purpose of the presentation is to 1) introduce your classmates to the new product you've researched 2) stimulate online class discussion on the usefulness of the product. The presentation will be worth **3%** of your grade. You will need to prepare a 2-3 minute brief presentation of your product or service that should include the following:

- 1) Introduction of the product or service (history, entrepreneur, etc)
- 2) Present your thoughts, at least two, on ways to improve your chosen product or service
- 3) Use either video or PowerPoints with voiceover to present your product to your group

You will have a small group of classmates to discuss your product with. After you complete your presentation using video or PowerPoints with your voice, you will post to the designated discussion board for your group. Your group will then decide on the best product to represent their team by **March 26<sup>th</sup>**. An "anonymous" judging will be held and one group will earn extra credit for the best new product from the class.

The **Wolf Pact** is a commitment to honesty, integrity, professionalism, accountability for ethical behavior, and to respect for the rights, differences, and dignity of others. We are committed to a culture of academic integrity, where members adhere to our shared values in all academic and non-academic endeavors.



*We believe these values are essential to student development; whether personal, academic, or professional. Most importantly- establishing yourself as an honest person of integrity, who acts in professional and ethical manner- will be as important as the academic skills you learn in the Richards College of Business*

## Course and Assignment Schedule, Management 3618-02D (Spring 2018)

Date	Schedule of Class Days and Assignments
January 8	<b>Class Overview</b>
January 17	Article MUST be posted by 9:00pm
January 22	Article assignment due by 9:00pm
January 31	<b>Exam One: Chapters 1,2,3,4, and 5</b> <b><i>Required Class Attendance</i></b>
February 14	Application assignment and application group post due by 9:00pm
February 21	Group application idea MUST be selected by 9:00pm
February 28	<b>Exam Two: Chapters 6,7,8,9, 10, and 11</b> <b><i>Required Class Attendance</i></b>
March 14	Online Entrepreneur Presentations MUST be posted by 9:00pm
March 26	Group presentation decision MUST be submitted by 9:00pm
March 28	<b>Exam Three: Chapters 12, 14, 15, 16, and 17</b> <b><i>Required Class Attendance</i></b>
April 18	All Entrepreneur summaries are due (D2L) by 9:00pm
April 18	All Quizzes MUST be completed by 9:00pm
April 25	<b>Exam Four: Chapters 18, 19, 20, and 23</b> <b><i>Required Class Attendance</i></b>
May 7	<b>Make Up Exams, 8:00am-10:00am</b>

***\*Assignments are due by 9:00pm\****