

**Sam Houston State University
College of Business Administration
Department of Management & Marketing**

FALL 2017

CONTACT INFORMATION

Course Number: Management 4310
Course Title: Small Business Development
Prerequisites: MGMT 3310

Professor: Jamie Collins, PhD
Office: Huntsville: SHB 206B; TWC: 310
E-Mail: collins@shsu.edu (preferred method of contact)
Phone: (office) 936-294-1234
Office Hours: Huntsville: TR 11:00-12:00, TWC: T 5-6; and by appointment

COURSE DESCRIPTION

The material in this course discusses the role and growing importance of small business. It explores the arguments both for and against owning a small firm. It presents current thinking about conceiving, preparing, starting, organizing, and operating a small business. Course material also explains how to achieve optimum benefits from the limited resources available to small firms and how to plan for growth and succession in business.

COURSE OBJECTIVES

This course aims to **enhance** the student's ability to:

- Develop an appreciation of the role of entrepreneurs and small businesses in a dynamic economy.
- Use critical thinking, and creative and logical analysis skills, strategies and techniques to solve complex business problems and to demonstrate an ability to integrate knowledge from different disciplines.
- Learn group and individual dynamics in organizations, including current theories of management and leadership.
- Develop an understanding of the various fundamentals of successful small business management.
- Gain start-up/operational insights.
- Understand the challenges of managing a small business.

The course aims to teach students to **begin to**:

- Recognize, analyze, and construct feasible concepts within small business and entrepreneurial environments.

- Develop an ability to apply marketing strategies and tactics as a way of understanding customers and competitors to create profitable firms and organizations
 - Propose plans to gather and organize resources to address evolving opportunity and the ongoing reassessment of needs as the context changes over time.
 - Develop an operations strategy, involving integrated production and distribution of goods, services, and information as a means to achieve competitive advantage
 - Propose appropriate plans for funding the startup and continued operations of an organization.
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REQUIRED TEXT(S):

Small Business Management, 17th Edition, Longenecker, Petty, Palich & Hoy. Cengage Learning, ISBN 978113947752



ASSIGNMENTS AND EVALUATION

Exams (3 @ 100 points each)

Multiple Choice, True/False and/or Essay

Small Business Owner Interview (100 points)

You are required to interview a small business owner – either an independent or franchisee. You may use your own personal contacts, approach a business directly, or use the resources of the Small Business Development Center. Your interview should cover:

- The history of the business and the background of the owner
- The best and worst aspects of being a small business owner

- What were the toughest issues faced during start-up and during years 2-5? How did the business owner respond to these issues?
- What are the biggest **current** challenges in the business?
- What is the business owner's opinion of why someone would choose to open a small business instead of work for someone else?
- If the small business owner has one suggestion for someone starting a small business, what would it be?
- What has been learned about the business, and what would be done differently?
- Additional questions, as appropriate

Your written summary of the interview should be **no less than** 3 pages and **no more than** 4 pages in length (single spaced, 1 inch margins, 12 point font) and should be submitted no later than **December 1st** (+5 bonus points for early submissions). Make sure to make use of the **Credibility Killers Rubric** for your summary. Grades will be awarded on your ability to elicit interesting (and detailed) insights from your subject.

You can bypass the write up if you can arrange to conduct the interview during the class period. To take this option, you will need to notify the instructor by **September 15th** to make arrangements for the owner to come during class time.

Presentation (100 points)

Students will form teams of 2-3 people for a presentation (approximately 15 minutes) that reviews three recent articles pertaining to one of the weekly lecture topics. These articles should be drawn from sources such as: Business Week Small Biz, Economist, Entrepreneur, Fast Company, Forbes, Fortune Small Business, Harvard Business Review, Inc. Magazine, Wall Street Journal. Your presentation should compare and contrast the articles with the week's lecture material and each other. You will be assessed on your ability to provide interesting, practical, and relevant material to the class in an interesting and compelling fashion.

In-class Assignments/Quizzes (100 points)

Students will form teams of 3-4 people to complete in-class assignments throughout the semester. These assignments will be initiated and completed during the course of a single class session.

Competitive Assessment of a Local Small Business (100 points)

Students will work in teams of no more than 5 to identify two current competitive challenges facing locally-based firms. These student teams will describe the nature of the challenge, identify the source(s) of the challenge, detail attempts by local firms to deal with the challenge, and assess feasible alternatives for facing that challenge. Student teams will submit a 5-7 page single-spaced written report by the end of the semester.

Participation/Contribution (100 points)

An important portion of your grade is based upon your participation and contributions in class. Just as in the business world it is not enough to just show up and go through the motions, the same holds true for the classroom. Each student is expected to participate actively in discussions. Please keep in mind that this portion of your grade is not simply an attendance score, it is a score that is to be earned each and every class session. While the first three absences will not negatively influence your contribution score, every absence beyond three (3) will automatically reduce your total possible score in this area by 20% (i.e., 5 absences = 60% **maximum possible** score for participation/contribution).

GRADING SCALE

A	90% - 100%
B	80% - 89%

C 70% - 79%
 D 60% - 69%
 F Below 60%

TENTATIVE COURSE SCHEDULE

Topic	Readings & Exercises	Assignments	Date
Introductions	Review Course and Syllabus		8/24
Foundations of Entrepreneurship	• Chapter 1	• Student Presentations	8/29
Ethics & Social Responsibility	• Chapter 2		
Entrepreneurial Mind	• Chapter 3	• Student Presentations	8/31
Feasibility / Business Model	• Chapter 4	• Student Presentations	9/05
Business Plan & Strategic Plan	• Chapter 5	• Student Presentations	9/07
	• Review for Exam 1	• Student Presentations	9/12
EXAM 1	• Exam 1 (Chapters 1,2,3,4,5)		9/14
	<i>Local Small Business Project</i>		9/19
	<i>Industry Focus</i>	• Student Presentations	9/21
Forms of Business Ownership	• Chapter 6	• Student Presentations	9/26
Franchising & Entrepreneurship	• Chapter 7		
Bootstrap Marketing	• Chapter 8	• Student Presentations	9/28
E-Commerce and the Entrepreneur	• Chapter 9	• Student Presentations	10/03

	• Review for Exam 2	• Student Presentations	10/05
EXAM 2	• Exam 2 (Chapters 6,7,8,9)		10/10
Financial Plan / Cash Flow	• Chapter 11 / Chapter 12	• Student Presentations	10/12
	<i>Local Small Business Project</i>		10/17
	<i>Industry Focus</i>	• Student Presentations	10/19
Global Entrepreneurship	• Chapter 15	• Student Presentation	10/24
New Venture Teams / Succession	• Chapter 16	• Student Presentation	10/26
	• Review for Exam 3	• Student Presentations	10/31
EXAM 3	• Exam 3 (Chapters 11,12,15,16)		11/02
	<i>Project Consulting</i>		11/07
	• NO CLASS		11/9
	<i>Guest Speaker?</i> <i>Local Small Business Project?</i>		11/14
	<i>Local Small Business Project</i>		11/14
	<i>Local Small Business Project</i>		11/16
	• Thanksgiving Holiday – have fun and be safe!		11/21-11/23
Presentations	• Interview Summary DUE!	• Student Presentations	11/28
Presentations		• Student Presentations	11/30
FINAL EXAM	Dec 5th	1:00 – 3:00 pm	12/05

Course Policies

Your enrollment in this course indicates your agreement to follow these Course Policies and complete Learning Activities (pg. 1). If you feel you can't follow Course Policies and complete necessary Learning Activities, then it would be best to take the course at another time instead of receiving a lower or failing grade. Grades are not adjusted in any way to help a student report a level of learning that is not accurate.

Policy on due dates, grammar & spelling requirements for assignments, late submissions, make-ups, participation requirements, and extra-credit, etc.

Personal Leadership. In this class, you are expected to take charge of your learning. Within the guidelines of the course syllabus, you must plan, initiate, and monitor your own learning. Since an equal part of your learning occurs in a group setting, you are expected to take leadership and followership as necessary.

Research. You are expected to actively read ideas from the book, Internet, and the library, to actively ask critical questions and develop intelligent answers about the material, and to maintain a journal of your research.

Communication. You are expected to exhibit a professional attitude in all your communication.

Late work. All assigned work must be completed by the date specified. No credit will be received for work turned in after the due date, unless you have contacted me beforehand and explained a "special" circumstance. If such arrangements are made with me, your score on the assignment will be reduced by 20% for each calendar day the assignment is late.

Grade Adjustments. Grades are not increased to help a student report a level of learning (e.g., A, B, C, D) that has not been reached. Course exams and assignments indicate the level of learning achieved. Disruptive classroom behaviors and attendance problems result in a reduction of points and the final grade. These points are not added back at the end of the semester.

Academic Honesty. Any evidence of cheating, collusion, fabrication, or facilitating academic dishonesty will result in a failing grade for the course and may result in further appropriate disciplinary action by the University. Academic Policy Statement (810213) describes academic dishonesty. See the policy on the Sam Houston State University web site for an explanation of what constitutes academic misconduct. ***If you violate this policy you will receive a failing grade for the course.***

Students with Disabilities Policy. It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. They shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit the Office of Services for Students with Disabilities in the Counseling Center (936)294-1720.

Student Absences on Religious Holy Days. Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. See Student Syllabus Guidelines:
http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

PRESENTATION RUBRIC

Topic: _____

Team; Presenter(s): _____

*** * * * *** Presentation is worth 100 points, allocated as follows: *** * * * ***

1. **Analysis and ideas were presented in an interesting manner** (e.g., audio visual aids were used effectively to support/highlight main points; props were used effectively, etc.).

Excellent (20-18)	Good (17-16)	Satisfactory (15-14)	Poor (13-12)	Points: _____ Unacceptable (11 or less)
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2. **The presentation was delivered in a professional manner** (e.g., presenters wore appropriate business attire, made frequent eye contact with the audience, exhibited enthusiasm for the topic, did not read their presentation or stumble for words, handled questions concisely and knowledgeably).

Excellent (20-18)	Good (17-16)	Satisfactory (15-14)	Poor (13-12)	Points: _____ Unacceptable (11 or less)
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3. **The presentation was clear and well organized and met the time requirements** (e.g., appropriate introductions of team, topic, and overview of presentation; the sections of the presentation did not duplicate content; the presentation appeared as an integrated whole - not a series of individual reports).

Excellent (20-18)	Good (17-16)	Satisfactory (15-14)	Poor (13-12)	Points: _____ Unacceptable (11 or less)
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4. **The presentation contributed to our understanding of businesses and their environments by providing sound analysis and insight** (e.g., all and only relevant information was provided, various forms of evidence were used, logical analysis was applied, relevant concepts were employed to find solutions).

Excellent (20-18)	Good (17-16)	Satisfactory (15-14)	Poor (13-12)	Points: _____ Unacceptable (11 or less)
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5. **Critical thinking was evident** (the analysis, conclusions, and suggestions showed logically consistent thinking).

Excellent (20-18)	Good (17-16)	Satisfactory (15-14)	Poor (13-12)	Points: _____ Unacceptable (11 or less)
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Student Profile Form
Small Business Development – MGMT 4310
Section: _____

Name (Nickname): _____

Major(s): _____ Expected Graduation: _____

Hometown: _____

Favorite Musician/Band/Artist: _____

Something Unique About You: _____

Prior Small Business Experience: _____

Post-Graduation Plans/Aspirations: _____

Course Expectations: _____
