

SAM HOUSTON STATE UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION

Department of Management and Marketing

Management 3348 (4310-11), Spring 2018

(Small Business Development)

University Center, 6-9 pm Monday

Room 150

Instructor:

Mr. Robert Barragan

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Office:

Small Business Development Center (SBDC), 1 Financial Plaza,
suite, 300, Huntsville, Texas 77340

Office Hours:

Anytime M-F 8:00am-5:00pm, Please call for an appointment.

Required Text:

Longenecker, Petty, Palich, Hoy Small Business Management.
18th. Edition, 2016

Supplemental Text: None

Course Description: A comprehensive study of all areas of operations and management of the small business enterprise. Topics covered include: ownership form, site analysis, planning, organizing, staffing, financial control, inventory control, and marketing tactics.

Objectives:

- To develop an understanding of the various fundamentals of successful small business management.
- To interview small business owner/manager and gain start-up/operational insights.
- To simulate the challenges of managing a small business.

Course Requirements:

SHSU Attendance Policy

1. Regular and punctual class **attendance** is expected of each student at Sam Houston State University. **Students are expected to attend all scheduled classes and to arrive prior to the beginning of class at 6:00pm.** Each faculty member will keep a record of student **attendance**. **A seating chart will be established and attendance will be taken at the beginning of all classes and after the break.**
2. Each faculty member will announce the policies for accepting late work or providing make-up examinations. Students are expected to show appropriate cause for missing an examination. **If an exam must be missed, the student will coordinate the miss with the instructor. Exam #4 (Final) will count double points**

to make-up for the missed exam. **POP quizzes will NOT be allowed to be made up.**

3. A student shall not be penalized for three or fewer hours of absences when examinations or other assigned class work have not been missed; however, at the discretion of the instructor, a student may be penalized for more than three hours of absences. Students missing more than 6 hours will be reported to university officials via the "First Alert Reporting system".
4. Each instructor is obligated to clarify in writing to each student enrolled in class at the beginning of the semester or summer session the instructor's classroom policy regarding absences. **It is strongly recommended that the text be purchased.**
5. *One of the skills SHSU would like students to improve on is Critical Thinking.*

"Critical Thinking" is an active, comprehensive exploration process for formulating opinions, drawing conclusions, and making decisions. Critical Thinkers use evidence and logic to form and evaluate theories. The Critical Thinking Process involves asking pertinent questions, gathering relevant evidence, evaluating assertions based on the facts, and drawing reasoned conclusions. Critical Thinking is an ongoing process where beliefs and assumptions are continually assessed and revised in light of new evidence.

6. Class absences will be recorded and counted only from the actual day of enrollment for the individual student in that specific class.
 1. **Preparation for class**—You are expected to have read the assigned material before the class during which it is discussed. PowerPoint® slides for each textbook chapter are available for downloading on the instructors Webpage/Blackboard course site.
 2. **Regular participation in class activities**—Class sessions provide opportunities to practice your communication skills.
 3. **Computer proficiency**—especially in the use of MS Word or WordPerfect, PowerPoint® graphics software and the Internet for conducting research. The written assignment is to be word-processed.
 4. **Appropriate academic conduct**—Unprofessional, disruptive, or disrespectful behavior will not be tolerated. Plagiarism and irregularities during exams will not be tolerated.
 5. **Laptops (IPads, etc.) and cell phones**--- Using a computer during class for any purpose other than the assigned task or for taking lecture notes will not be tolerated. Furthermore, all cell phones are to be silenced and stowed during class.

Assignment:

Interviews with small business owners/managers will be conducted during the semester. You will be expected to prepare a typed report of the owner/manager's answers to the

interview questions. (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 **February 12** to make arrangements for the owner to come during class time. Interviews can be turned in anytime on or before **April 9**. The typed report of the interview will be turned in during class or e-mailed.

Student Absences on Religious Holy Days Policy:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University Policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

Disabled Student Policy:

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, or by contacting the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

Course Evaluation Process:

There will be five (4) examinations covering the text, lectures, class and discussions, plus two (2) pop quizzes covering the reading assignment, and A Small Business Interview/Paper. Students must be prepared for pop quizzes. **(No make-ups allowed).**

Performance Evaluation:

The final grade is comprised of the following elements:

Small Business Assignment:	50 points
Four Examinations (100 points each)	400 points (Multiple choice)
Two Pop Quizzes (25 points each)	<u>50 points (Short answer from assigned readings)</u>
Total Possible Points	500 points total

Grading Scale: Points earned in this course will be converted to the standard grading scale percentages as indicated below:

90--100 = A (450 - 500 points)

80-- 89 = B (400 - 449 points)
 70-- 79 = C (350 - 399 points)
 60--69 = D (300 - 349 points)
 Below 60 = F (299 points and below)

Class Schedule

Monday 6:00 pm to 8:50 pm

PowerPoint lecture is available by chapter at http://www.shsu.edu/~sbd_rab/

<u>Date</u>	<u>Class outline</u>	<u>Reading Assignment for next class</u>
Mon 01/22	Introduction and review Class Syllabus, Review Chapter 1	Read Chapters 2 & 3
Mon 01/29	Review Chapters 2 & 3	Read Chapters 4 & 5
Mon 02/05	Review Chapters 4 & 5	Study Chapters 1-2-3-4-5
Mon 02/12	<u>Exam over Chapters 1-2-3-4-5</u> (Notification of paper vs small business in class interview)	Read Chapters 6 & 7
Mon 02/19	Review Chapter 6 & 7	Read Chapters 8 & 9
Mon 02/26	Review Chapter 8 & 9	Study Chapters 6-7-8-9
Mon 03/05	<u>Exam over Chapters 6-7-8-9</u>	Read Chapters 12 & 13
Mon 03/12	SPRING BREAK-----No Class	
Mon 03/19	Review Chapters 12 & 13	Read Chapters 14 & 16
Mon 03/26	Review Chapters 14 & 16	Read Chapter 17
Mon 04/02	Review Chapter 17	Study Chapters 13,14,15,16,17
Mon 04/09	<u>Exam over Chapters 12,13,14,16,17</u> <u>(all interview papers due)</u>	Read Chapters 10 & 22

Mon	04/16	Review Chapters 10 & 22 <u>(Guest Lecture)</u>	Read Chapters 18 & 19
Mon	04/23	Study Chapters 18 & 19	Read Chapter 20
Mon	04/30	Review Chapter 20	Study Chapters 18,19,20,21
Mon	05/07	--- FINAL over Chapters 10,22,18,19,20 ----- <u>at 8:30 PM</u>	

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Instructions for Interviews with Small Business Owners

1. **Interview**
 - How long has the business been in operation?
 - What are the biggest issues faced during start-up and during years 2-5?
 - How did the business owner respond to these issues?
 - 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?
 - Additional questions, as appropriate
2. **Paper** (Waived, if you can arrange to conduct the interview during class period). To take this option, you will need to notify the instructor by **February 12. All interviews/papers must be completed/turned in to the instructor by April 9.**

PLEASE FOLLOW THE BELOW FORMAT

Cover Sheet:

Small business name, owners' name(s), location and phone number
Student's name

General:

A minimum of two (2) typed pages
Course name and instructor's name
Times New Roman – 12 pitch
1-inch margins - top, bottom and sides
Double spaced

Body:

Must answer all of the questions listed in the interview section above
Answers to additional questions, as appropriate