

Small Business Management Course Syllabus

MGMT 3200

Spring 2010

Instructor: Len Erickson

Classroom: Dixie State College
Rm 205, Udvar-Hazy Business Building
225 S. 700 E.
St. George, UT 84770

Time: Tuesday's & Thursday's, start January 12th through April 29th, at 9:00 a.m. to 10:20 a.m.

Final Exam: May 4th – 8:00 a.m. – 10:00 a.m.

Office Info: By appointment, University Plaza (1071 E. 100 S. Bldg C, Suite C7)
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Textbook: Longenecker, Petty, Palich, Moore
Small Business Management, 15e, South-Western Cengage Learning
ISBN-13: 978-0-324-82783-5
ISBN-10: 0-324-82783-0

Course Description:

This class addresses practical solutions to common problems and decisions facing the small business manager such as financing, inventory control, cash flow, personnel management, taxes, customer service, etc. 3 lecture hours per week.

Prerequisite: ACCT 2010 and CIS 2010 and ENGL 2010 and advanced standing in the business baccalaureate program.

This is an introductory course designed to acquaint the entrepreneurial minded student with the advantages and disadvantages of owning and or operating his/her business. The steps necessary for starting a small business will be covered. The construction of a business prospectus/plan on a business of the student's choice will give the potential entrepreneur the opportunity to pursue his/her own individual career interests as well as provide some "hands on" exposure to the real world of business. 3 lecture hours per week.

Learning Outcomes:

Upon course completion, students will be able to:

1. Understanding the thinking and basic of entrepreneurship
2. Creation of a business plan
3. Business startup options
4. Things to consider before starting a business
5. Managing techniques of a business
6. Marketing principles of a business
7. Using the internet in a business
8. Financing of a business
9. Turning ideas into action for business

Class Hours:

Management 3200 meets three hours per week. These periods will be devoted to introductory lectures of new materials, discussion and other class learning activities review of assignments, chapter quizzes, and student presentations.

Class Presentations:

As in "real world business" some assignments are presented by the "work team" to the supervisor (board of directors, management team, etc.). To prepare the student with future employment opportunities, similar presentations will be made by the student to the class, instructor and business leaders invited from the community.

A quiz will be administered in class for each week. No late quizzes will be allowed. Early quizzes may be arranged if the student will be out of town on an excused absence.

Out of Class Reading, Study and Assignments:

Reading each chapter is required. Daily study is suggested to better assimilate and prepare for class participation, or exam. Assignments are to be turned in at the beginning of class the day they are due. Assignments points will be reduced by 10% for each calendar day late.

If you are absent from class, you are expected to contact me to obtain material missed.

Grading:

Grading is not on a curve. Grades will be based on the percentage of the total points that are earned. Points will be as follows (subject to change as the class progresses):

1. Business Plan Report and Presentation	300 points
2. Business Analysis Report and Presentation	300 points
3. Mid Term Exam	200 points
4. Final Exam	200 points
Total Available Points:	1,000 points

A =	90.00% - 100%
B =	80.00% - 89.99%
C =	70.00% - 79.99%
D =	50.00% - 69.99%
F =	00.00% - 49.99%

Assignments:

All assignments will be completed in a professional manner and on time, unless prior arrangements have been made with the professor.

Make-up of Classes/Examinations:

The faculty of Dixie State College affirms the importance of prompt and regular attendance on the part of all students. Quality instruction clearly depends upon active student participation in the classroom on its equivalent learning environment. Your participation is particularly important in this course, since each class constitutes a significant percentage of the total course. All absences, regardless of reason, require a make-up assignment, mutually arranged between the instructor, preferably in advance. Students are encouraged to assist each other with access to class note for missed classes.

Proprietary Information:

While the College's teaching/learning model emphasizes the sharing of professional experiences in the context of analyzing relevant course materials, it is against the policy of Dixie State College for students and or faculty members to share information present or past employers that would be considered to be "proprietary," "confidential," "company sensitive," or "trade secrets."

Academic Dishonesty (Plagiarism):

Plagiarism occurs whenever a source of any kind has not been acknowledged. Every student must understand the correct procedures for acknowledging and identifying sources of borrowed material. The basic rule is this: Give credit where credit is due. In other words, if you include any material which is beyond your first hand experience, and which is not common knowledge of scholars in your field, you must cite your source in a way that your reader can (a) find the source from the information in your reference and (b) immediately determine which information of your source's contribution to scholarship and which is yours.

ADA Disclaimer (Disability):

If you are a student with a medical, psychological, or learning disability or think you might have a disability and would like accommodations, contact the Disability Resource Center, 435-652-7516 in the Student Service Center. The Disability Resource Center will determine eligibility of the student requesting special services and determine the appropriate accommodations related to their disability.

Rebelmail:

Important class and college information will be sent to your Rebelmail email account. This information includes your DSC bill, financial aid/scholarship notices, and notification of dropped classes, reminder of important dates and events, and other information critical to your success in this class and at Dixie State College. All Dixie State College students are automatically assigned a Rebelmail email account. If you don't know your user name and password, go to **dixie.edu** and select Login Student Services, located at top of page, select look up your Dixie ID, User name, or Campus Email. You will be held responsible for information sent to your Rebelmail email, so please check it often.

Harassment and Unethical Behavior:

All employees and students have a right to an environment free of discrimination, include freedom from sexual harassment. IT is the policy of Dixie State College that no employee or student may sexually harass one another. The intent of this policy is not to create a climate of discomfort but to foster responsible behavior in an academic and working environment free of discrimination. The College sexual harassment policy can be found at: <http://www.dixie.edu/humanres/polstu.html>

Student Preparation and participation:

As a MINIMUM, all students are EXPECTED to have READ and thought about the information provided in the assigned chapters BEFORE class commences! This is a professional responsibility to yourself and your classmates. Active participation in class discussions is an important element of a collegiate program; it is evaluated by instructors and is reflected in the assignment of course grades. Participation includes the quantity and quality of comments and class discussions, lively fellowship, positive contributions to group assignments, ability to respond to questions by classmates and the instructor and ability to work as a member of a group. Students are expected to synthesize, analyze and integrate all reading assignments. It is obvious that consistent attendance and being on time is an essential ingredient of participation.

Computing, Critical Thinking, Speaking and Writing Across the Curriculum:

In addition to the specific content of this course, there will be a concentration on the development of the students' computing, critical thinking, speaking and writing skills:

1. **Computing:** Students will be expected to use computer technology in this course. Use of word processing to compose and edit course papers, PowerPoint or HTML to make class presentation, and email to communicate with other students and the professor is the recommended class standard.
2. **Critical Thinking:** Students will be encouraged to form their own opinions' and analysis of the relevant course topics and information. Throughout the course, they will be encouraged to use clear, logical thinking. The ability to analyze situations using sound, scientific reasoning will be emphasized.
3. **Speaking:** Students will be expected throughout this course to express themselves orally. Their opinions will always be sought on a voluntary basis. Each student will have an opportunity to make presentation in the course,

Writing: The required writing assignments are recommended to be written in ERAU Graduate Research Project: GRP format style, using GRP guidelines and the American Psychology Association (APA) format. The GRP/APA format uses citations in the text, when citing another authors' work, and a reference list at the end with all the sources. GRP/APA is a very formal third person, uses no contains and has a very specific style. Development of writing skills is considered an essential element of this course.

Small Business Management – Spring Semester 2010

T-TH (9:00-10:20)

Room 205 of the Udvar-Hazy Business Building

Schedule and Assignments (Subject to Change)

<u>Day</u>	<u>Date</u>	<u>Class Work</u>	<u>Reading Schedule</u>	<u>Assignment Due</u>
T	Jan 12 th	Introduction & Lecture	Chapter 1	
TH	Jan 14 th	Lecture & Discussion	Chapter 2	
T	Jan 19 th	Lecture & Discussion	Chapter 3	
TH	Jan 21 st	Lecture & Discussion	Chapter 4	Select Business for Business Plan
T	Jan 26 th	Lecture & Discussion	Chapter 5	
TH	Jan 28 th	Lecture & Discussion	Chapter 6	
T	Feb 2 nd	Lecture & Discussion	Chapter 7	Marketing Plan
TH	Feb 4 th	Lecture & Discussion	Chapter 8	
T	Feb 9 th	Lecture & Discussion	Chapter 9	
TH	Feb 11 th	Lecture & Discussion	Chapter 10	
T	Feb 16 th	Lecture & Discussion	Chapter 11	
TH	Feb 18 th	Lecture & Discussion	Mid Term	
T	Feb 23 rd	Lecture & Discussion	Chapter 12	
TH	Feb 25 th	Lecture & Discussion	Chapter 13	Financial Statements
T	Mar 2 nd	Lecture & Discussion	Chapter 14	
TH	Mar 4 th	Lecture & Discussion	Chapter 15	
T	Mar 9 th	Lecture & Discussion	Spring Break No Class	
TH	Mar 11 th	Lecture & Discussion	Spring Break No Class	
T	Mar 16 th	Lecture & Discussion	Chapter 16	
TH	Mar 18 th	Lecture & Discussion	Chapter 17	
T	Mar 23 rd	Lecture & Discussion	Chapter 18	
TH	Mar 25 th	Lecture & Discussion	Chapter 19	
T	Mar 30 th	Lecture & Discussion	Chapter 20	
TH	Apr 1 st	Lecture & Discussion	Chapter 21	
T	Apr 6 th	Lecture & Discussion	Chapter 22	
TH	Apr 8 th	Lecture & Discussion	Chapter 23	Management
T	Apr 13 th	Lecture & Discussion		Executive Summary
TH	Apr 15 th	Lecture & Discussion		Finalize Power Point & Business Plan
T	Apr 20 th	Lecture & Discussion		Class Presentations
TH	Apr 22 nd	Lecture & Discussion		Class Presentations
T	Apr 27 th	Lecture & Discussion		Class Presentations
TH	Apr 29 th	Lecture & Discussion		Class Presentations
T	May 4 th			FINAL DUE