

Small Business Management Course Syllabus

MGMT 3200

Summer 2012

Instructor: Len Erickson

Classroom: Dixie State College
Rm 203, Udvar-Hazy Business Building
225 S. 700 E.
St. George, UT 84770

Time: Mondays & Wednesdays start May 29th through July 20th , at 5:00 p.m. to 7:20 p.m.

Final Exam: July 18th 5:00 Hazy 203

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TEXT BOOKS

Art of the Start Kawaskaki 4 th ed 9781591840565	Guerrilla Marketing Levinson 4 th ed 9780618785919
Nail it Then Scale it Furr et al, 1 st ed 9780983723608	Business Model Generation Osterwalder 10 th ed 9780470876411

Course Description:

This class addresses practical solutions to common problems and decisions facing the small business manager and owners such as: financing, marketing, strategic planning, 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 advanced 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 and running a small business will be covered. The construction of a business prospectus/plan on a business will be discussed in detail. There will be some "hands on" exposure as we enter the real world of business and consult real businesses in a "business checkup". 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. Develop business startup options
4. Understand the variables to consider before starting a business
5. Manage and develop techniques of a business

6. Establish an understanding of marketing principles of a business
7. Using the internet in a business
8. Financing of a business
9. Turning ideas into action for business
10. Develop a strategic plan for a 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.). There assignments will be the results of interviews with real businesses. To prepare the student with future employment opportunities, presentations will be made by the student to the class, instructor and business leaders invited from the community.

A quiz will be administered when the class least expects it. No late quizzes will be allowed.

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. Quizzes	200 points
4. Class Participation	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 and the student, 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 – Summer Semester 2012

M, W (5:00-7:20)

Room 203 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>
W	May 30	Introduction & Lecture		Introduce Students and Their Ideas
M	June 4	Guest Entrepreneur	Bus Mod Pages 1-51	Select Business (One Page Bus. Plan)
W	June 6	Lecture & Discussion	Bus Mod Pages 1-51	Pitch to Plan
M	June 11	Lecture & Discussion	Bus Mod Pages 56-108	Sketch Book, Present Basic Plan
W	June 13	Lecture & Discussion	Art of Start 1-74	Business Model
M	June 18	Lecture & Discussion	Bus Mod Pages 56-108	Value Proposition
W	June 20	Lecture & Discussion	Bus Mod Pages 126-180	Mission, Vision, Values
M	June 25	Lecture & Discussion	Bus Mod Pages 126-180	SWOT
W	June 27	Lecture & Discussion	Bus Mod Pages 200-244	Goals and Objectives
M	July 2	Lecture & Discussion	Bus Mod Pages 200-244	Strategic Plan & Speaker
W	July 4		Holiday	
M	July 9	Lecture & Discussion	Bus Mod Pages 245-275	Demographics! Find your Customers
W	July 11	Lecture & Discussion	Guerrilla Pages 1-93	Steve Carwell Guerrilla Marketing
M	July 16	Lecture & Discussion	Guerrilla Pages 1-93	Robert Jensen Business Organization
W	July 18	Lecture & Discussion	Guerrilla Pages 1-93	Seven Sentence Marketing Plan
M		Lecture & Discussion	Guerrilla Pages 94-157	Present Seven Sentence Market Plan
W		Lecture & Discussion	Guerrilla Pages 158-212	Final Marketing Plan
M		Lecture & Discussion	Guerrilla Pages 158-212	Ecommerce, Website, Social Media
W		Lecture & Discussion		Gaydon Leavitt, Ernie Fowlke
M		Lecture & Discussion	Financial Forecast	Excel Spreadsheet
W		Lecture & Discussion	Forecast/Cashflow	Excel Spreadsheet/Cash is King
M		Lecture & Discussion	Art of Start Pages 79-214	Present PowerPoint
W		Lecture & Discussion		Present PowerPoint
M		Lecture & Discussion		Present PowerPoint
W		Lecture & Discussion		Meet with Clients
M		Lecture & Discussion		Develop SWOT on Clients
W		Lecture & Discussion		Research Client Issues
M		Lecture & Discussion		Research Client Issues
W		Lecture & Discussion		Prepare Presentation for Client
M		Lecture & Discussion		Prepare Presentation for Client
		Lecture & Discussion		Class Presentations to business
	July 18th	Final Exam is Presentation to Clients		Class Presentations to business