Small Business Management 3618-01
Spring 2012, Mon and Wed, 2:00pm-3:20pm
Instructor: Monica Williams Smith

Office Hours (Room 2323): Mon and Weds-12:00pm-2:00pm
Tues and Thurs- 1:00pm-2:00pm, 3:30pm-5:30pm
Telephone: (678) 839-4826
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Required Text
Small Business Management: Launching & Growing Entrepreneurial Ventures
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
You will be given four exams, an entrepreneur interview paper and presentation, and class participation activities to evaluate your understanding of the course objectives.

Exams: Each exam will have questions designed that cover various sections of the text and class discussion. The average of the four exams will be worth 80% of your total grade.

Entrepreneur Interview and Presentation: An entrepreneurial assignment will be assigned during the course. You are allowed to work in groups of two or three to complete the assignment.

You have been given two class days to use for preparation for this assignment. Use this time wisely to discuss your paper and presentation with your group and perhaps schedule your actual interview with your chosen entrepreneur during this class time. This assignment will be worth 15% of your total grade.

Class Participation: There will be various in class assignments and activities that will be worth 5% of your total grade. You MUST be present to receive credit for these activities. The assignments and activities will NOT be announced prior to class.
Class Policies for Management 3618-01

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
You are expected to prepare for, attend, and actively participate in class. Although attendance will not be recorded on a regular basis, you must attend in order to participate. Good attendance practices could positively affect your overall grade in this course.

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.

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 assignment, and class participation. 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.

Syllabus
The Instructor can change the syllabus as needed during the semester.

Technology
The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester. Cell phones should always be turned off or on silent and NEVER used during class.
Entrepreneur Interview Paper

During this course, you will have the opportunity to meet with and interview an entrepreneur of your choice. Groups of two or three students will be chosen by the class to complete this assignment. ALL papers are due on April 9th, 2012.

Criteria for Entrepreneur

- Remember, an entrepreneur owns and operates the business. A manager of a business is not appropriate for this assignment if he/she does not actually own the business. The size of the business is not imperative for this assignment, but the business must be in operation.
- The products and/or services sold by the entrepreneur must be legal and appropriate to present for this university course. If a group’s chosen entrepreneur is deemed inappropriate by university standards, the group could receive a failing grade for this assignment.
- Your group is not limited to Carrollton, GA, but the entrepreneur must be accessible.

Criteria for Interview

In your interview you should ask the following questions:
1. What is the nature of your business?
2. Why did you start the business?
3. Is this a family owned business?
4. Who is your target market?
5. What are some of the challenges that you face as a business owner?
6. What lessons have you learned that you would share with future entrepreneurs?

You are not limited to the questions above for your interview. However, be extremely careful of invading the privacy of the business owner.

Criteria for Paper

In addition to the interview question answers, please include the following in your paper:
- Information about the product to include the description and pricing
- Location of the business (you are not limited to Carrollton, GA)
- Discussion of the entrepreneur’s product and/or service industry
- Your group’s personal thoughts about the business and any suggested improvements
- The paper should be at least six to ten pages and you may double space. Please include a cover page with the names of group members and the business used for the project.
Entrepreneur Interview Presentation

Groups will present their entrepreneur interviews in the form of an oral presentation OR a video presentation. Presentations will be presented on April 9th, 11th, and 16th.

Criteria for Presentations
Presentations should include the following:
- Description of the business and business owner
- Information on the product and product pricing
- Comments from the entrepreneur from the interview
- Group’s thoughts on the business and any suggested improvements

Criteria for Oral Presentation
- Each group will have 7 to 10 minutes to present their project to the class
- Each group member must present some portion of the presentation to receive credit
- Powerpoint must be used for the presentation and other tangible products related to the business are welcomed and encouraged for the presentation
- You MUST have pictures of the business and the products, and a picture from the interview session if possible
- Please dress professionally for your presentation

Criteria for Video Presentation
- Each group has the option to present a video presentation instead of an oral presentation of the interview
- The video must show evidence of the interview session with the chosen entrepreneur
- The video should also show the actual business and products sold
- The video should be properly edited and ready to present on presentation day
- Groups who choose this option instead of the oral presentation are welcomed to make it their own and have fun developing the presentation
- Each group will have 7 to 10 minutes to present their project to the class
- Each group member must present some portion of the presentation to receive credit

Criteria for Evaluation
- Your group will be graded as a whole on the paper
- Each group member will be graded individually on the presentation
- You must complete the paper and presentation to be eligible to receive full credit
## Course Schedule, Management 3618-01 (Spring 2012)

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<thead>
<tr>
<th>Date</th>
<th>Tentative Course Schedule</th>
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<tr>
<td>January 9, 2012</td>
<td>Syllabus</td>
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<td>January 11, 2012</td>
<td>The Entrepreneurial Life and Entrepreneurial Integrity and Ethics</td>
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<td>January 16, 2012</td>
<td>MLK Holiday/ No Class</td>
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<td>January 18, 2012</td>
<td>Getting Started and Franchising and Buyouts</td>
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<td>January 23, 2012</td>
<td>The Family Business</td>
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<td>January 25, 2012</td>
<td><strong>Test One (Part One and Two)</strong></td>
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<td>January 30, 2012</td>
<td>The Business Plan: Visualizing the Dream</td>
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<td>February 1, 2012</td>
<td>The Marketing Plan</td>
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<td>February 6, 2012</td>
<td>The Human Resources Plan</td>
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<td>February 8, 2012</td>
<td>The Location Plan</td>
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<td>February 13, 2012</td>
<td><em>Entrepreneur Paper and Presentation Preparation Day</em></td>
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<td>February 15, 2012</td>
<td>Understanding a Firm's Financial Statements /Forecasting</td>
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<td>February 20, 2012</td>
<td>A Firm's Sources of Financing</td>
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<td>February 22, 2012</td>
<td><strong>Test Two (Part Three)</strong></td>
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<td>February 27, 2012</td>
<td>Building on Customer Relationships</td>
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<td>February 29, 2012</td>
<td>Product Management</td>
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<td>March 5, 2012</td>
<td>Pricing and Credit Decisions</td>
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<td>March 7, 2012</td>
<td>Promotional Planning</td>
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<td>March 12, 2012</td>
<td>Global Opportunities for Small Businesses</td>
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<td>March 14, 2012</td>
<td><strong>Test Three (Part Four)</strong></td>
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<td>March 19, 2012</td>
<td><em>Spring Break</em></td>
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<td>March 21, 2012</td>
<td><em>Spring Break</em></td>
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<td>March 26, 2012</td>
<td>Professional Management in the Entrepreneurial Firm</td>
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<td>March 28, 2012</td>
<td>Managing Human Resources</td>
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<td>April 2, 2012</td>
<td><em>Entrepreneur Paper and Presentation Preparation Day</em></td>
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<td>April 4, 2012</td>
<td>Managing Risk in the Small Business</td>
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<td>April 9, 2012</td>
<td>Presentations</td>
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<td>April 11, 2012</td>
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<td>April 16, 2012</td>
<td>Presentations</td>
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<td>April 18, 2012</td>
<td>Last Day of Class/Review</td>
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<td>April 23, 2012</td>
<td><strong>Test Four (Part Five), 2:00pm-4:30pm</strong></td>
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