Small Business Management 3618-01D
Spring 2013 Online Assignments and Tues and Thurs, 5:30pm-6:50pm on class days
Instructor: Monica Williams Smith
monicas@westga.edu
Office Hours (Room 2323)
Mon and Weds: 11:00am-2:00pm, Tues and Thurs: 12:00pm-2:00pm
Telephone: (678) 839-4826
Email: Course Den (D2L) is the preferred method to contact the Instructor about any course related questions, suggestions, or concerns

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, ten quizzes, a paper and presentation, and an assignment to evaluate your understanding of the course objectives. You must have access to a computer to complete and submit the quizzes, paper, and special assignment.

Exams: Each exam will have questions designed that cover various sections of the text. The average of the four exams will be worth 80% of your total grade. Exam questions could be multiple choice, true/false, matching, short answer, discussion, etc.

Quizzes: You will have a total of 10 short quizzes that must be completed to receive credit for this activity. Each quiz will be worth .50% of your grade, or a total of 5% for all 10 quizzes.

Entrepreneur Paper and Assignment: You will have one paper due that will assess your knowledge on the various entrepreneurial topics learned in this course. This paper will be worth 10% of your total grade. In addition to the paper, you will present your chosen topic/concept to the class. There will be an additional assignment given at the end of each presentation day worth 5% of your grade.
Class Policies for Management 3618-01D

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
Because this course has online activity, you are expected to prepare for this course by reviewing each chapter, contributing to any online discussion for each chapter, and completing all quizzes and assignments. You are REQUIRED to come to class for the four exams and two presentation days. You will be dropped from the class if you fail to come to class on those days. Class days include all exam days, presentation days, and the optional chapter review days noted on the tentative schedule of the syllabus. Students enrolled in this course are expected to be active learners and participants. Evidence of active learning include engagement in chapter readings and activities (discussion boards, quizzes, and individual projects).

Class Review Days
You will be expected to read all chapters covered in this course. Optional class days are offered for those who need additional explanation for various concepts mentioned from your readings.

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<thead>
<tr>
<th>Class Review Days</th>
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<tr>
<td>January 22</td>
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<td>February 12</td>
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<td>March 7</td>
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<td>April 16</td>
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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 paper and presentation, and the quizzes. 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.
Online Information and Support

- CourseDen Home page
  https://westga.view.usg.edu
- CourseDen Help & Troubleshooting
  http://uwgonline.westga.edu
- Distance Learning Library Services
  http://westga.edu/~library/depts/offcampus/
- Ingram Library Services
  http://westga.edu/~library/info/library.shtml
- UWG Bookstore
  http://www.bookstore.westga.edu
- Disability Services
  http://www.westga.edu/studentDev/index_8884.php

Additional resources and links are available in the UWG|Online CourseDen (D2L) resources widget on your course homepage.

This is a partially online course in which 75% of the course will be completed online. Students are required to come to campus during the semester for exams and presentation days. Chapter review days are optional. Students are required to use CourseDen (D2L) throughout the semester to support faculty-to-student and student-to-student interaction, including but not limited to discussion boards, announcements, email, submitting assignments, etc.

The following are minimum requirements for completing this class successfully. You must meet these requirements to participate in this class:

- Must have access to a personal computer (PC or MAC)
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact the Instructor immediately. Completion of course requirements will be very difficult and cumbersome without high-speed internet service.
- Software requirements: Microsoft Office 2007 or higher (available for free through UWG ITS), Adobe Reader, BlackBoard Collaborate, and other potentially required downloads listed in CourseDen (D2L)

*The Instructor can change the syllabus as needed during the semester*
Class Assignments for Management 3618-01D

Entrepreneur Paper
During this course, you will have the opportunity to research new concepts developed by entrepreneurs. Use various internet sources (magazines, journals, etc) to find an article about a new product or service. The research presented should be on a legal product or service that is less than 5 years old. You could also use an existing product that has had some type of modification in the past 5 years such as an application on a cell phone. The criteria for the paper are as follows:

(1) Select a legal product/service that's less than 5 years old
Summarize the description of the product/service of your choice and historic information about the entrepreneur

(2) Discuss at least three entrepreneurial concepts, theories or strategies
Relate the entrepreneur's personal story and/or product design to at least three concepts studied in your required text for the course (ex: perhaps the product is a great souvenir sold in a novelty shop at the Hartsfield-Jackson Atlanta International airport—you could discuss how important the location of the shop is because of the target market group of tourists who would be interested in purchasing the souvenir for themselves, family, and/or friends)

(3) Create at least two strategies for the entrepreneur’s product
Strategies could be used to enhance the design, assist with marketing, etc (ex: an idea for the filtered water devices used in our building would be to add flavored water as an option for users with an additional cost)

Please use standard font and double space your 4 to 6 page paper. All papers are due on April 9th, 5:30pm and should be submitted in Course Den (D2L). Please include a Reference page with a link to the article used for this assignment. This assignment will be worth 10% of your total grade.

Entrepreneur Presentation
You will present your entrepreneurial findings to the class. The purpose of the presentation is to 1) introduce your classmates to the new product you’ve researched 2) stimulate class discussion on the usefulness of the product. Class presentations will be April 9th and 11th.

You will need to prepare a 2-5 minute brief presentation of your product or service that should include the following:
1) Introduction of product or service with the use of visual aid (PowerPoint, other presentation software, website, OR actual demonstration of the product or service)
2) Present your thoughts on ways to improve your chosen product or service

As mentioned in the statement above, you have the OPTION to use presentation software or other visual aids. At the end of both presentation days, the class will be given an additional assignment that will be worth 5% of the total class grade.
Exams
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. All approved make up exams will be given on the day of finals, April 23rd. As mentioned in the syllabus, you are **REQUIRED** to attend class on the following days for your exams:

<table>
<thead>
<tr>
<th>Exams</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>January 24</td>
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<tr>
<td>Exam 2</td>
<td>February 14</td>
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<td>Exam 3</td>
<td>March 12</td>
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<tr>
<td>Exam 4</td>
<td>April 18</td>
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Quizzes
You will have a total of 10 short quizzes that must be completed to receive credit for this activity. Each quiz will be worth .50% of your grade, or a total of 5% for all 10 quizzes. Each short quiz will cover two or three chapters from the text. You have one hour to complete each quiz with the best of two attempts used as your final score. You must make a score of at least 80 to receive full credit. The quizzes are currently posted in Course Den (D2L) with the corresponding chapters. Many of the quiz questions are on the exams, so it is in your best interest to keep up with the quizzes as you follow along with the chapter readings.

Discussion
Discussion questions will be posted for each chapter. You are highly encouraged to post and respond to classmate’s postings. Students who actively engage in posting and discussion **may** experience a reward in the form of additional credit towards various exams.
<table>
<thead>
<tr>
<th>Date</th>
<th>Schedule of Class Days</th>
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<tbody>
<tr>
<td>January 8, 2013</td>
<td>Syllabus and Overview of the Entrepreneurial Life</td>
</tr>
<tr>
<td>January 22, 2013</td>
<td>Review Day-Optional</td>
</tr>
<tr>
<td>January 24, 2013</td>
<td><strong>Exam One: Chapters 1,2,3,4, and 5</strong>&lt;br&gt;<strong>Required Class Attendance</strong></td>
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<tr>
<td>February 12, 2013</td>
<td>Review Day-Optional</td>
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<tr>
<td>February 14, 2013</td>
<td><strong>Exam Two: Chapters 6,7,8,9, and 10</strong> &lt;br&gt;<strong>Required Class Attendance</strong></td>
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<td>March 7, 2013</td>
<td>Review Day-Optional</td>
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<td>March 12, 2013</td>
<td><strong>Exam Three: Chapters 12, 14, 15, 16, and 17</strong> &lt;br&gt;<strong>Required Class Attendance</strong></td>
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<tr>
<td>April 9, 2013</td>
<td>Presentations <em>(ALL PAPERS ARE DUE)</em> &lt;br&gt;<strong>Required Class Attendance</strong></td>
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<tr>
<td>April 11, 2013</td>
<td>Presentations &lt;br&gt;<strong>Required Class Attendance</strong></td>
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<tr>
<td>April 16, 2013</td>
<td>Review Day–Optional</td>
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<tr>
<td>April 18, 2013</td>
<td><strong>Exam Four: Chapters 18, 19, 20, and 23</strong> &lt;br&gt;<strong>Required Class Attendance</strong></td>
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<tr>
<td>April 23, 2013</td>
<td>Make Up Exams and Final Grades</td>
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