Small Business Management 3618-01D  
Summer 2013, June Session, Class Days-3:00pm-5:15pm  
Instructor: Monica Williams Smith

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*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**  
By the end of this course you will be able to:

- Demonstrate in-depth understanding of new ventures and how they originate. (BBA 4)
- 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 business. (BBA 4)
- Research and evaluate new business opportunities. (BBA 1, MGT 2)

**Evaluation of Course Objectives**  
You will be given *three exams, three class assignments and a presentation* to evaluate your understanding of the course objectives. Each exam will be worth 100 points with questions designed that cover various sections of the text and are worth 85% of your total class grade. You will also have one individual assignment that will be worth 10% and three in class team assignments worth 5% of your grade. Total class grade will be based on the average of all three exams and total points earned for the individual assignment and in class assignments.

**Grading Scale**  
Your final grade will be calculated using the average of the exams, assignments, and presentation.

The grading scale is as follows:  
A: 90-100   B: 80-89   C: 70-79   D: 60-69   F: 59 and below
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 70% 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 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 assignments. You are REQUIRED to come to class for the three exams and the presentation day. 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 review and team assignment 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 participation in class assignments.

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 by the Instructor.

Entrepreneur Assignment and Presentation
During this course, you will have the opportunity to learn about entrepreneurship and how certain theories can help entrepreneurs. For this assignment you will use this knowledge to 1) find an article about a new entrepreneur 2) create two new concepts or strategies for the entrepreneur to enhance the product, marketing, etc and 3) present the article and your new strategies to the class.

Entrepreneur Presentation Criteria
Presentations should include the following:

- Use various resources (magazines, internet, etc) to find an article about a new entrepreneur and prepare a presentation to present the article and the new product or service that the entrepreneur has developed
- Presentation should be on a legal product or service that is less than 5 years old (new product, service, or a new design on an existing product or service is acceptable)
- Create and present two new concepts or strategies with practical advice for entrepreneurs
- Bring a copy of your article and prepare a PowerPoint for your presentation

You will have 3 to 5 minutes to present your entrepreneur and his/her product.
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.

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
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**
# Course Schedule, Management 3618-01D (Summer 2013)

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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>June 3</td>
<td>Syllabus and The Entrepreneurial Life</td>
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<tr>
<td>June 6</td>
<td>Review and Team Assignment</td>
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<tr>
<td>June 10</td>
<td><strong>Exam One</strong>&lt;br&gt;Chapters 3, 4, 5, 6, 7, and 8</td>
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<tr>
<td>June 13</td>
<td>Review and Team Assignment</td>
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<tr>
<td>June 17</td>
<td><strong>Exam Two</strong>&lt;br&gt;Chapters 9, 10, 12, 14, 15, and 16</td>
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<td>June 20</td>
<td>Review and Team Assignment</td>
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<td>June 24</td>
<td>Presentations</td>
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<tr>
<td>June 25</td>
<td><strong>Exam Three</strong>&lt;br&gt;Chapters 17, 18, 19, 20, and 23</td>
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