



BA 174

SMALL BUSINESS MANAGEMENT

Doug Jones **Spring 11**
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TEXTBOOK: *Entrepreneurship: Starting and Operating a Small Business, 2e*, by Steve Mariotti and Caroline Glackin (Pearson/Prentice Hall)

PREREQUISITES: READ 90; ENGL 95; MATH 70; ACTG 113 or ACTG 201.

COURSE DESCRIPTION:

The purpose of this course is to provide students an in-depth study of Small Business Management and Entrepreneurship. Topical discussion and practical application will come from theory examination and case study.

COURSE OBJECTIVES:

- To discuss and evaluate the various reasons why 80% of all small businesses fail within the first five years. (Or do they?)
- To discuss and evaluate the various reasons why so many people decide to venture into the risky world of small business ownership.
- To evaluate various concepts (entrepreneurship, small business ownership, and economic creativity) and discuss their relationship to the overall economy of the U.S. and the world.
- To examine some "Nuts and Bolts" of how a business is started and successfully managed.
- To promote creativity by allowing students the opportunity of explore the area of small business they find most fascinating.

COURSE OVERVIEW:

Owning and operating a small business can be a dream come true or a nightmare! Opportunities to plan and manage one's own business are unlimited for the well prepared and qualified individual, but quite hazardous for others who are not lacking in desire but possess no other qualifications. With this in mind, this course is designed to meet the following goals:

- To make you aware of entrepreneurship/small business management as a career option.
- To provide you with a practical background in the forms of business, the development of business plans and systems, and the integration of venture capital.
- To provide you with technical information as you plan to own and operate your business.

GRADES: Grades will be based upon:

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|---------------------------|------------|
| Exams | 400 points |
| Group Work, Business Plan | 200 points |
| Participation/Attendance | 100 points |

1. Points earned by each student will be accumulated at the end of the term
2. Points earned are then converted into a final grade based on percentage of total points earned.

STUDENT ROLES AND RESPONSIBILITIES:

1. Attend class and prepare for class by reading the material before the scheduled class. Students are expected to be in class. Ninety percent of success is showing up. If you are involved in a school-sponsored activity, you are expected to make arrangements for missed work prior to the absence.
2. Class meetings will be arranged to use chapter material as discussion base for practical/real life examples.
3. Understand that all of the material in the text, presentations, articles, and videos are subject to student performance evaluation. Extra credit is not available in this course. You need to make every effort to achieve your desired grade by performance on the course grading criteria.
4. Special Needs: If you have a special problem or need special help, please notify me within two weeks from the beginning of the semester so proper steps may be taken, if possible, to aid you.
5. Your role and responsibility includes a desire to learn and contribute to the learning experience for the group by actively participating in class discussions and exercises. I exercise the right to call on any student at any time for class participation and to judge your preparedness for the class (preparedness which can affect your grade).

6. You should arrive at class meetings on time to avoid disrupting the class. Cell phones, pagers, or PDAs should be turned off before entering the classroom. No unauthorized guests, including children, are allowed during class. Working on assignments from other courses or studying for other exams, reading outside materials unrelated to the course, talking with fellow students during lectures, sleeping in class, and any other disruptive behavior(s) is (are) not permitted.

7. Make-up Tests: I will consider make-up exams, quizzes, or other evaluative material only under *extraordinary* circumstances (e.g., validated personal or family illness, emergencies, etc.). I must be notified promptly (within 24 hours) if a personal emergency arises. Students involved in school-sponsored activities are expected to make arrangements prior to the absence and take any scheduled exam before the absence.

8. Note that occasionally, changes in the schedule of the course or in the project are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

9. Academic Integrity –

- The Business Department faculty precisely follows all the policies for academic integrity contained in the GHC Student Handbook.
- All students should familiarize themselves thoroughly with those policies.
- All graded work in the Department of Business classes is intended to be individual effort unless specifically stated in the course syllabus.
- Sanctions for violations of academic integrity policies “include a reduced or failing grade for course assignments or tests or the entire course. Faculty may also withdraw a student from a course at any time.”