Small Business Management (MGT 110)

Fall, 2013 Semester
3 Credits

Phone:

Office Room:

Office Hours:

E-Mail:

Course Description: Small Business entrepreneurs fail most frequently because of the inability to plan and to master business operations after recognizing a business opportunity. This course, then, will deal with business planning and operations as they relate to the small business entrepreneur. Business operations are discussed with attention to both business functions and to management functions as they relate to small business.

Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098 or placement.


Teaching Procedure: The course will be comprised of lectures and discussions as well as in-class and individual group projects. Textbook readings will be further supplemented and enhanced by handout material. Please be advised that some material that is covered in class may not be in your textbook. Students are responsible for obtaining copies of materials distributed in class and for lecture material.

Course Objectives:

1. Provide the student with an understanding of the advantages and disadvantages of owning/operating a small business.

2. Provide the student with the necessary tools to develop a business plan.

3. Provide the student with insight about procuring cost effective business equipment and supplies.
4. Introduce student to both the ethical and legal framework of small business.

5. Introduce student to the legal forms of business organization.

6. Provide the student with an appreciation of small business management.

Disabilities Statement:

Students with documented disabilities -who believe that they may need accommodations in this class are encouraged to contact the Counselor for Students with Disabilities in room 135, extension 120, as soon as possible to ensure that such accommodations are implemented in a timely fashion.

Attendance:

Regular class attendance is required. Attendance will be taken at the beginning of each class. Students who have perfect attendance for the entire semester will receive five (5) additional points on their overall course average at the conclusion of the course. Students who miss one (1) to three (3) classes will receive (3) additional points on their overall class average at the conclusion of the course. Students who miss more than three (3) classes may be withdrawn from class unless there are extenuating circumstances that are made known to the instructor. Tardiness and leaving class early counts as an absence unless there are extenuating circumstances that are made known to the instructor. Additionally, you also may lose attendance points at the discretion of the instructor for texting, sleeping, and not being fully engaged in the class.

Classroom Behavior, Etiquette, and Civility:

Please review the handout that is attached to your syllabus.

Grade Determination:

Your grade for this course will be determined by the following assessments:

Exam #1 – 25%

Exam #2 – 25%

Business Plan – 25%

Final Examination – 25% *** The Final Examination will cover material from the second exam to the completion of the course. The Final Exam will not encompass the entire course.
Exams:

The exam format may include, but not be limited to essays, short answers, multiple choice, and definition of terms. For the exam dates, please refer to your syllabus. Only in extenuating circumstances made known to the instructor prior to the exam will make up examinations be given. Students who fail to take an examination will be given a grade of “0” for that particular examination.

Business Plan:

Each student will be required to develop a business plan. Prior to the development of the plan, you will select a small business (product or service) that you would want to start. The nature of your business that you select is due to the instructor by no later than the second week of class. You will then develop a business plan to coincide with the product or service of your choice. All selections must be approved by the instructor before the end of the second week of class. The contents of the plan that the student will address in the business plan include the title page, table of contents, executive summary, vision and mission statement, company overview, products and/or services plan, marketing plan, management plan, operating plan, financial plan, and appendix. Although the previously mentioned contents will be covered in class, the student should undertake research on his/her own to gain even a more complete understanding of this process. You might look at the U.S. Small Business Administration and “Small Business Plans”. Both of these sites are located on the Internet, and will provide the student with sound knowledge of the small business plan. Your plans should be typed (double – spaced), professional in appearance, contain the correct punctuation, grammar, and spelling and provide as much detail as possible concerning your business. For the due date of your plan, please refer to your syllabus.

Academic Honesty:

Students enrolled in MWCC’s courses are responsible for academic honesty. Cheating, plagiarism, (any forms of presenting someone else’s work as one’s own), and fabrication are serious offenses and will not be tolerated. Students must read, and comply with, the academic honesty policy in college literature, including the library’s website. Students must also become knowledgeable about what constitutes cheating, plagiarism, and fabrication by asking the instructor and consulting with the Academic Support Center. Students are instructed to resolve questions or confusion about appropriate documenting and referencing techniques before submitting assignments. The instructor reserves the right to fail students who cheat, plagiarize, or fabricate.
Other Business Resources: I have also attached to the syllabus “Basic Business Resources”. This document lists a variety of reference materials in the library that are available to the student and can be used for research.

Academic Support Services:

MWCC is committed to the academic success of every student. The Academic Support Center, located in Room 116, provides free tutorial and other services to students seeking help in their coursework. The center is open Monday – Thursday, 8:00 A.M. to 7:00 P.M. and Friday, 8:00 A.M. to 4:00 P.M. The phone number is 978 – 630 – 9333.

Late Assignments:

Assignments must be completed and submitted to the instructor by the due date that is listed in your syllabus. Unless you receive prior permission from me, students who are late in submitting assignments will lose one letter grade. If the assignment is not completed, the student will receive a “0”.

Grade Scale:

| 93 – 100 | A     | 73 – 76 | C  |
| 90 – 92  | A-    | 70 – 72 | C- |
| 87 – 89  | B+    | 67 – 69 | D+ |
| 83 – 86  | B     | 63 – 66 | D  |
| 80 – 82  | B-    | 60 – 62 | D- |
| 77 – 79  | C+    | 0 – 59  | F  |

Syllabus Changes:

The instructor reserves the right to revise or make changes in this syllabus throughout the entire semester. Students will be notified when changes occur.

Syllabus: Small Business Management (MGT. 110)
Week 1
Small Business: Its Opportunities and Rewards
Ch. 1, Pgs. 2 – 25
Small Business Entrepreneurs
Characteristics & Competencies
Ch. 2, Pgs. 26 - 55

Week 2
Small Business Environment
Ch. 3, Pgs. 56 – 77

*** Business Plan Topics Due ***
Small Business Ideas: Creativity
Opportunity, and Feasibility
Ch. 4, Pgs. 78 - 117

Week 3
Small Business Entry: Paths to
Part – time Entrepreneurship
Ch. 5, Pgs. 118 – 151
Small Business Entry: Paths to
Full – time Entrepreneurship
Ch. 6, Pgs. 152 – 181

Week 4
Small Business Strategies
Ch. 7, Pgs. 182 - 211

*** Exam #1 ***

Week 5
Business Plans: Seeing
Audiences and Your Business Clearly
Ch. 8, Pgs. 212 – 271

Week 6
Small Business Marketing
Ch. 9, Pgs. 272 – 305

Week 7
Small Business Promotion
Ch. 10, Pgs. 306 – 339

Week 8
Small Business Distribution and Location
Ch. 11, Pgs. 340 - 371

Week 9
Marketing Plans
Ch. 12, Pgs. 372 – 399

*** Exam #2 ***

Week 10
Small Business Accounting
Ch. 13, Pgs. 400 – 439

Date
Week 11
Cash: Lifeblood of the Business
Ch. 14, Pgs. 440 – 475

Topic
Assignment
Small Business Finance
Ch. 15, Pgs. 476 – 505
Week 12  
Assets: Inventory & Operations  
Small Business Protection  

***Business Plans Due***

Week 13  
Legal Issues  
Human Resource Management  

Week 14  
*** Final Examination***  
TBA