

MGMT 3320 CRN 26669

Small Business Management

Spring 2020: January 21st to May 7th

Tuesday & Thursday 1:30pm to 2:50pm COBA 326

Instructor:	Kingshuk Saha; Assistant Instructor/PhD Student, Department of Marketing and Management, College of Business Administration, The University of Texas at El Paso.
Email:	ksaha@miners.utep.edu
Office Hours:	Wednesday 12pm-3pm and by appointment at Room 315 in COBA
Textbooks:	Small Business Management 18 th Edition Authors: Justin G. Longenecker, J William Petty, Leslie E. Palich and Frank Hoy. ISBN: 978-1-305-40574-5 Preparing Effective Business Plans: An Entrepreneurial Approach (Pearson Entrepreneurship) 2 nd Edition (Optional) (Can rent on Amazon.com) (This text can help as a guide for the final project) Authors: Bruce R. Barringer. ISBN: 978-0-133-50697-6

Course Description:

This course is designed to introduce students to the analysis, operation and management of small business. The course provides valuable experience about running small business and utilizing entrepreneurial opportunities in the community. Students will also develop managerial awareness and analytical skills in small business problem-solving through marketing, production and administrative functions.

Course Learning Objectives:

The main goal of this course is to ensure that students have the skills necessary to manage a small enterprise efficiently and effectively. Students can have this class as a resource when they become business owners or run businesses owned by their families or as managers of small enterprises. In this age of big global corporations such as Facebook, McDonalds, Coca-Cola and Walmart, small businesses do matter and even the biggest corporations started as small businesses. Hence, students should give attention to this class, as a small start-up can become a multi-billion-dollar enterprise. Hence, this course focuses on the particular issues facing the small business such as issues of strategy, marketing, personnel, operations, profitability, firm survival, financing and other aspects.

Specific objectives for the course include:

1. To understand the role that small firms play in the global economy.
2. To learn to apply basic business functions within the constraints of a small enterprise.
3. To develop team-building and working skills necessary for successful small business management.

Learning Objectives	Activities	Assessment
1. Describe <i>entrepreneurship</i> relative to rewards and drawbacks, characteristics of successful entrepreneurs, and types of entrepreneurial opportunity.	Readings: Textbook Chapter 1. Class Lecture and Discussion.	Exam 1
2. Define integrity, and understand its importance to small businesses	Readings: Textbook Chapter 2. Class Lecture and Discussion.	Exam 1
3. Distinguish among the different types and sources of startup ideas	Readings: Textbook Chapter 3. Class Lecture and Discussion.	Exam 1
4. Define franchise, and become familiar with franchise terminology	Readings: Textbook Chapter 4. Class Lecture and Discussion.	Exam 1
5. Define the term family and family business	Readings: Textbook Chapter 5. Class Lecture and Discussion.	Exam 1
6. Prepare an effective new venture business plan following appropriate steps (Final Team Project).	Readings: Textbook Chapters 6-13. Class Lecture and Discussion.	Exam 2,3; Final Project
7. Define customer relationship management (CRM) and explain its importance to a small business	Readings: Textbook Chapter 14. Class Lecture and Discussion.	Exam 3
8. Recognize the challenges associated with the growth of a small business	Readings: Textbook Chapter 15. Class Lecture and Discussion.	Exam 3
9. Discuss the role of cost and demand factors in setting a price 10. Apply break-even analysis and markup pricing 11. Identify specific pricing strategies	Readings: Textbook Chapter 16. Class Lecture and Discussion.	Exam 4
12. Describe the communication model and the factors that determine a promotional mix 13. Explain how the Internet and social media are changing promotional practices	Readings: Textbook Chapter 17. Class Lecture and Discussion.	Exam 4

14. Describe the opportunities for small business as global enterprises	Readings: Textbook Chapter 18. Class Lecture and Discussion.	Exam 4
15. Discuss the entrepreneur's leadership role in small business	Readings: Textbook Chapter 19. Class Lecture and Discussion.	Exam 4
16. Describe the process of managing human resources, including recruitment, hiring, training, and compensation.	Readings: Textbook Chapter 20. Class Lecture and Discussion.	Exam 4
21. Team building and working skills	Team formation and working on Group Project as a team	Final Project
22. Presentation Skills	Team formation and working on Group Project as a team	Final Project Presentation

Academic Honesty:

If you do it, I will have to report it to the Office of Student Conduct and Conflict Resolution (OSCCR). Policies on academic dishonesty will be strongly enforced to protect individuals and the integrity of the university.

UTEP Policy: Scholastic dishonesty includes but is not limited to "cheating, plagiarism, collusion, the submission for credit of any work or materials that attributable in whole or part to another person, taking an examination for another person, any act designated to give unfair advantage to a student or the attempt to commit such acts".

Disability/UTEP Policy:

If you have a disability and need classroom accommodation, please contact the Center for Accommodations and Support Services (CASS) at 747-5148 or by email to casss@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/class.

Course Grading:

There will be 4 exams (including the Final Exam) which will carry 150 points each. The exams will be Multiple-choice questions and students will need to bring Scantrons and pencils. Class attendance will be measured by 50 points. Team Written Project will be measured by 200 points and Team Presentation will carry 100 points. All students must complete a 500 word individual assignment and submit it on May 7th (in-class or via email) which will carry 50 points.

Individual assignment must be unique for each student and if students copy from each other, I will report it as plagiarism.

The final grade will be determined as follows:

4 Exams @ 150 points each:	600 pts.
Team Written Project	200 pts.
Team Presentation	100 pts
Individual Assignment	50 pts.
Class Attendance & Participation	<u>50 pts.</u>

Total Points: 1000 pts.

Grading Scale and Policy

Letter Grade	Total Points	Percentage
A	1000-900	90%-100%
B	899-800	80%-89%
C	799-700	70%-79%
D	699-600	60%-69%
F	599-0	Below 60%

The 4 Exams will be in class and will be Multiple Choice Questions. The Exams will be closed book and notes. If you miss an Exam, please contact me and I will only permit those who have genuine reasons for missing the exam to take make-up exam. **Please turn off and put away all cell-phones, laptops and all electronic gadgets (iWatch, headphones, etc.) during the Exams.**

Students are expected to attend class regularly, which is the key to success in class and encouraged to participate and engage in meaningful class discussion. Bear in mind that 50 points (5% of the entire course) is available for grabs if you just attend all the sessions and pay attention. Any distracting behavior in class will not be tolerated. **Students are encouraged to read the assigned chapters before class.**

For the Final Project, students (working in teams of maximum of 6 members) will develop a complete Business Plan for a small business they want to start. **Please hand me the name of your team and team members typed on a single paper on Thursday, February 13th class session. You will also need to identify one team co-ordinator who will be uploading the team project on Blackboard (April 30th, 6pm deadline). The Team coordinator will also send me the powerpoint presentations via email before the presentation day.**

Some tips for choosing the team coordinator: please choose someone who attends class regularly and who is responsible. I had instances in previous semesters when team members failed to upload the team project on Blackboard or send me the powerpoint slides which delayed grading and caused frustration.

Some tips for choosing team members: it would be best that if the team members were chosen on the basis of competency such as writing skills, organization skills, presentation

skills. For instance, you need someone with accounting background for the financial statement part of the team project. You need at least 2 to 3 good presenters with high speaking ability to get a good grade on the presentation. Also, at least one team member should take the responsibility of merging the entire team project together. Team members should have the mentality that some might need to put in more time and effort than others and balance work and family concerns.

Students will need to have a cover page (1), table of contents (2), executive summary (3), company description (4), Industry Analysis (5), Market Analysis (6), Marketing Plan (7), Management Team and Company Structure (8), Operating Plan and Product/Service Development Plan (9), Funding Requests and Financial Projections (10) and Appendix containing supporting Documents (optional).

The complete business plan should be 20 to 25 pages (double spaced; Times New Roman Font 12, 1 inch margins all around) and written in such quality that it can be submitted to a bank for funding the project. Hence, I will be grading the Business Plan both in terms of the uniqueness and profitability of the idea and the quality of the writing. I suggest, it would be wise to divide the Business Plan into team members as early as possible for instance, Team Member A will do the Industry Analysis, Team B will do the Market Analysis and so on. The team co-ordinator for **each team needs to hand me in one printed copy of the Business Plan on April 30th, Thursday, in class. I will take no late submissions and also most importantly the team co-ordinator from each team needs to submit one digital copy on Blackboard by 6pm. I will be running the digital copy through Plagiarism software so please refrain from submitting work you already submitted for another class which will come up as plagiarism.**

Also teams will be presenting their Business Plans to the class on April 30th, May 5th and May 7th class sessions. Each team will get 15 minutes to present their Business Plan and additional 5 minutes for questions/comments from the audience. Teams should choose at least 2 or 3 members with the best presentation abilities to speak during the presentation. But all team members must be present and stand with the team during the presentation. **(Team Members that are absent will not receive any grade for the presentation).** Given each team will get only 15 minutes, teams can only highlight important aspects of their business plan and what makes their business idea unique and profitable. The presentation can be creative and include videos (both from the internet and original ones created by the team). Teams can also choose to make the presentation like a Shark Tank pitch to investors. The Team coordinator must send me **the powerpoint slides through email before the presentation and bring a printed copy of the presentation with maximum 2 slides per page (single sided) on the day of presentation.**

*****Very Important: As Per University Policy: “When in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor can drop the student from the class with a W before the course drop deadline or with a grade of F after the course drop deadline.”**

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

SESSION	DAY	DATE	SUBJECT	TOPIC
1	Tuesday	January 21	Intro / Syllabus	Go over Syllabus & Brief One to One Introduction
2	Thursday	January 23	Chapter 1	The Entrepreneurial Life
3	Tuesday	January 28	Chapter 2	Integrity, Ethics and Social Entrepreneurship
4	Thursday	January 30	Chapter 3	Starting a Small Business
5	Tuesday	February 4	Chapter 4	Franchises and Buyouts
6	Thursday	February 6	Chapter 5	The Family Business
7	Tuesday	February 11	Exam 1	MCQs covering Chapters 1 to 5
8	Thursday	February 13	Chapter 6	The Business Plan: Visualizing the Dream Hand in Names of Teams; Team Members (6 max) & Team Co-ordinator for each team
9	Tuesday	February 18	Chapter 7	The Marketing Plan
10	Thursday	February 20	Chapter 8	The Organizational Plan: Teams, Legal Structures, Alliances and Directors
11	Tuesday	February 25	Chapter 9	The Location Plan
12	Thursday	February 27	Chapter 10	Understanding a Firm's Financial Statements
13	Tuesday	March 3	Exam 2	MCQs covering Chapters 6 to 10
14	Thursday	March 5	Chapter 11	Forecasting Financial Requirements
15	Tuesday	March 10	Chapter 12	A Firm's Sources of Financing
16	Thursday	March 12	Chapter 13	Planning for the Harvest
	Tuesday	March 17	No Class	Spring Break
	Thursday	March 19	No Class	Spring Break
17	Tuesday	March 24	Chapter 14	Building Customers Relationships
18	Thursday	March 26	Chapter 15	Product Development and Supply Chain Management
19	Tuesday	March 31	Exam 3	MCQs covering Chapters 10-15

20	Thursday	April 2	Chapter 16	Pricing and Credit Decisions
21	Tuesday	April 7	Chapter 17	Promotional Planning
22	Thursday	April 9	Chapter 18	Global Opportunities for Small Businesses
23	Tuesday	April 14	Chapter 19	Professional Management and the Small Business
24	Thursday	April 16	Chapter 20	Managing Human Resources
25	Tuesday	April 21	Exam 4	MCQs covering Chapters 15-20
26	Thursday	April 23	Teamwork	Students get to do teamwork in class and ask instructor questions
27	Tuesday	April 28	Teamwork	Students get to do teamwork in class and ask instructor questions
28	Thursday	April 30	Final Project Due Presentation Day 1	Team coordinators from each team must submit the team written project on Blackboard and bring two printed copies to class. Each team will have 15 minutes to present and 5 minutes for questions/comments from the audience.
29	Tuesday	May 5	Presentation Day 2	Each team will have 15 minutes to present and 5 minutes for questions/comments from the audience.
30	Thursday	May 7	Individual Assignment Due (in print or via email) Presentation Day 3	Each team will have 15 minutes to present and 5 minutes for questions/comments from the audience.