

# **MGMT 3320 CRN 31232**

## **Small Business Management**

**Summer II: July 10th to August 6th 2018**

**Monday, Tuesday, Wednesday, Thursday, Friday 9:20 am to 11:30 am COBA 326**

---

Instructor: Kingshuk Saha; Assistant Instructor, COBA, UTEP.

Email: [ksaha@miners.utep.edu](mailto:ksaha@miners.utep.edu); [sahak2021@gmail.com](mailto:sahak2021@gmail.com)

Office Hours: Tuesday and Thursday: 12:00-1:30 pm and by appointment

Textbooks: Small Business Management 17<sup>th</sup> Edition  
Authors: Justin G. Longenecker, J William Petty, Leslie E. Palich and Frank Hoy. ISBN 10: 1133947751. ISBN 13: 978 1133947752

Preparing Effective Business Plans: An Entrepreneurial Approach (Pearson Entrepreneurship) 2<sup>nd</sup> Edition (Optional) (Can rent on Amazon.com) (This text can help as a guide for the final project)  
Authors: Bruce R. Barringer. ISBN-10: 0133506975 ISBN-13: 978-0133506976

---

### **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 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.

<b>Learning Objectives</b>	<b>Activities</b>	<b>Assessment</b>
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, Quiz 1
2. Define integrity, and understand its importance to small businesses	Readings: Textbook Chapter 2. Class Lecture and Discussion.	Exam 1, Quiz 1
3. Distinguish among the different types and sources of startup ideas	Readings: Textbook Chapter 3. Class Lecture and Discussion.	Exam 1, Quiz 1
4. Define franchise, and become familiar with franchise terminology	Readings: Textbook Chapter 4. Class Lecture and Discussion.	Exam 1, Quiz 1
5. Define the term family and family business	Readings: Textbook Chapter 5. Class Lecture and Discussion.	Exam 1, Quiz 1
<b>6. Prepare an effective new venture business plan following appropriate steps (Final Team Project).</b>	<b>Readings: Textbook Chapters 6-13. Class Lecture and Discussion.</b>	<b>Exam 2,3; Quiz 2,3; Final Project</b>
7. Define customer relationship management (CRM) and explain its importance to a small business	Readings: Textbook Chapter 14. Class Lecture and Discussion.	Exam 3; Quiz 3;

8. Recognize the challenges associated with the growth of a small business	Readings: Textbook Chapter 15. Class Lecture and Discussion.	Exam 3; Quiz 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 3; Quiz 3;
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, Quiz 4
14. Describe the opportunities for small business as global enterprises	Readings: Textbook Chapter 18. Class Lecture and Discussion.	Exam 4; Quiz 4
15. Discuss the entrepreneur's leadership role in small business	Readings: Textbook Chapter 19. Class Lecture and Discussion.	Exam 4; Quiz 5
16. Describe the process of managing human resources, including recruitment, hiring, training, and compensation.	Readings: Textbook Chapter 20. Class Lecture and Discussion.	Exam 4; Quiz 5
17. Discuss the nature of the operations process for both products and services 18. Describe lean production and synchronous management and discuss their importance to operations management in small firms.	Readings: Textbook Chapter 21. Class Lecture and Discussion.	Exam 4; Quiz 5
19. Explain the key issues in managing the firm's assets.	Readings: Textbook Chapter 22. Class Lecture and Discussion.	Exam 4
20. Describe the risk management process to be followed in small businesses.	Readings: Textbook Chapter 23. Class Lecture and Discussion.	Exam 4
<b>21. Team building and working skills</b>	<b>Team formation and working on Group Project as a team</b>	<b>Final Project</b>

<b>22. Presentation Skills</b>	<b>Team formation and working on Group Project as a team</b>	<b>Final Project Presentation</b>
--------------------------------	--	-----------------------------------

**Academic Honesty:**

If you do it, I will have to report it. 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](mailto: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](http://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. There will be 4 in-class quizzes during the semester, each carrying 20 points (Please bring Scantrons and pencils as well). No make-up quiz will be given. Class attendance will be measured by 50 points. Team Written Project will be measured by 150 points and Team Presentation will carry 100 points.

**The final grade will be determined as follows:**

<b>4 Exams @ 150 points each:</b>	<b>600 pts.</b>
<b>4 Quizzes @ 25 points each:</b>	<b>100 pts.</b>
<b>Class Attendance &amp; Participation</b>	<b>50 pts.</b>
<b>Team Written Project</b>	<b>150 pts.</b>
<b>Team Presentation</b>	<b><u>100 pts</u></b>
<b><u>Total Points:</u></b>	<b>1000 pts.</b>

## Grading Scale and Policy

<b>Letter Grade</b>	<b>Total Points</b>	<b>Percentage</b>
A	1000-900	90%-100%
B	890-800	80%-89%
C	790-700	70%-79%
D	690-600	60%-69%
F	590-0	Below 60%

The 4 Quizzes will be in class and will only True/False Questions. They are designed to prepare the students for the 4 Exams. The Quizzes and the Exams will be closed book and notes. If you miss an Exam, please contact or meet me and I will only permit those who have genuine reasons for missing the exam. **All make-up exams will be essay questions.** There will be no make-up quizzes. **Please turn off and put away all cell-phones, laptops and all electronic gadgets (iWatch, headphones, etc.) during the Quizzes and Exams.**

Students are expected to attend class regularly which is the key to success in class and also 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 which includes mindless surfing of the internet on the cell-phone and laptop. **Students are highly encouraged to read the assigned chapters before class.**

For the Final Project, students (working in teams of maximum of 5 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 Monday, July 16<sup>th</sup> class session.** 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 25 to 30 pages 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. **Each team needs to hand me in one printed copy of the Business Plan on July 30<sup>th</sup>, Monday, in class. I will take no late submissions and also each team needs to submit one digital copy on Blackboard. 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 Friday, August 3<sup>rd</sup>.**  
 Each team will get 15 minutes to present their Business Plan. Each team member is expected to speak **(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. **Please send me the powerpoint slides through email by 10pm on August 2<sup>nd</sup>, Thursday so that I can load them on the PC and everyone is good to present starting at 9:20am and please bring a printed copy of the slides with maximum 2 slides per page 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.” For the Summer session, a student can not miss more than 3 classes.**

**TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION**

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Tuesday	July 10	Intro / Syllabus Chapter 1	Go over Syllabus The Entrepreneurial Life
	Wednesday	July 11	Chapter 2 Chapter 3	Integrity & Ethics Starting a Small Business
	Thursday	July 12	Chapter 4 & Chapter 5	Franchising and Buyouts The Family Business
	Friday	July 13	<b>Quiz 1</b> Chapter 6	<b>Chapters 1-5</b> The Business Plan
2	Monday	July 16	<b>Exam 1</b> Chapter 7	<b>One-hour exam on Chapters 1-5</b> The Marketing Plan <b>Team Names Due for Final Project</b> <b>(Maximum of 5 members in each team)</b>
	Tuesday	July 17	Chapter 8 Chapter 9	Organizational Plan: Teams, Legal Structures, Alliances, and Directors The Location Plan
	Wednesday	July 18	Chapter 10	Understanding Firms Financial Statements
	Thursday	July 19	Chapter 11	Forecasting Financial Requirements
	Friday	July 20	<b>Quiz 2</b> Chapter 12	<b>Chapters 6-11</b> A Firm’s Sources of Financing
3	Monday	July 23	<b>Exam 2</b> Chapter 13	<b>One-hour exam on Chapters 6-11</b> Planning for the Harvest
	Tuesday	July 24	Chapter 14	Building Customer Relationships

	Wednesday	July 25	Chapter 15	Product Development and Supply Chain Mgmt.
	Thursday	July 26	Chapter 16	Pricing and Credit Decisions
	Friday	July 27	<b>Quiz 3</b> Chapter 17	<b>Chapters 12-16</b> Promotional Planning
4	Monday	July 30	<b>Exam 3</b> Chapter 18	<b>One-Hour Exam – Ch. 12-16</b> Global Opportunities for Small Businesses <b>Team Written Assignment Due (Final Project)</b>
	Tuesday	July 31	Chapter 19	Professional Mgmt. and the Small Business
	Wednesday	August 1	Chapter 20 Chapter 21	Managing Human Resources Managing Operations
	Thursday	August 2	<b>Quiz 4</b> Chapter 22 Chapter 23	<b>Chapters 17-21</b> Managing the Firm's Assets Managing Risk in the Small Business
	Friday	August 3	<b>Team Presentations</b>	<b>Team Presentations (15 minutes per team)</b>
	Monday	August 6	<b>Final Exam</b>	<b>10:00 AM to 12:45 PM Ch. 17-23</b>