



FALL 2023 MGMT 3320 Small Business Management Syllabus

Who is responsible for the design & delivery of this course?

Instructor

Bill Conwell

CRN

14873

Office:

CoBA Room 258

Class Location:

CoBA Room 312

Office Hours:

MTWR; 2:30 pm to 4:00 pm, and by appointment

Class Days:

M & W

Class Hours:

12:00 pm to 1:20 pm

E-Mail:

wjconwell@utep.edu

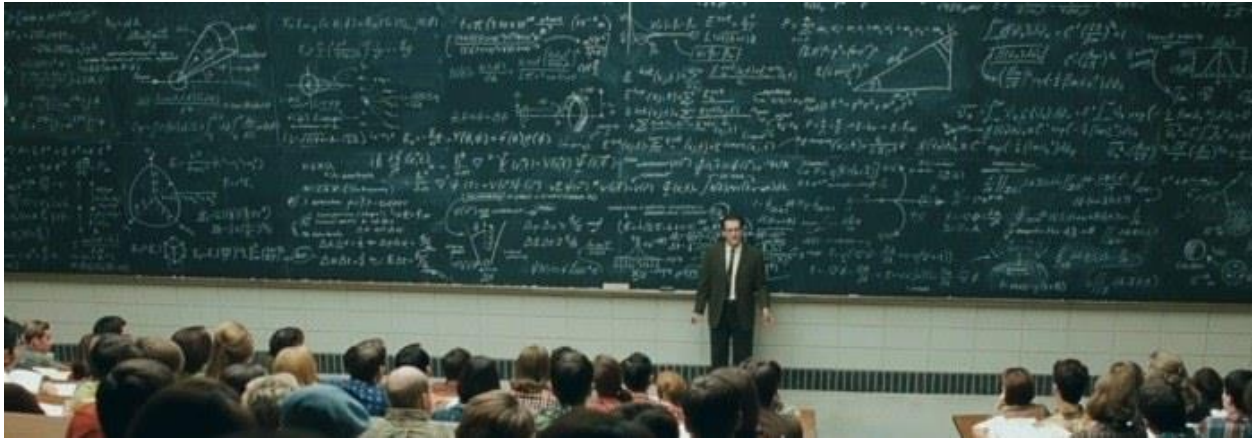
Phone:

915 747-7190

Semester:

Fall 2023

What course is this again?



Catalog:

MGMT 3320: Small Business Management

Course Description:

Here is what the catalog says: It focuses on the analysis, operation, and management of small businesses. Provides practical experience working with small businesses and entrepreneurial opportunities in the community. Investigates marketing, production, and administrative functions to develop managerial awareness and analytical skills in small business problem-solving.

- Practical ways of thinking and acting to help achieve the goal of selecting, starting, and/or growing successful enterprises.
- Knowledge and insights needed to lead and manage a small business.
- Tools, methods, disciplines, and processes to support the choice, launch, and growth of a small business enterprise.
- Resources available to support small businesses.
- The importance of building relationships.
- Management of people and operations in the small business environment.

What textbook will be required?

SMALL BUSINESS MANAGEMENT

Author: Justin G. Longenecker, J. William Petty, Leslie E. Palich, & Frank Hoy

Edition: 18th

ISBN: 978-1-305-40574-5

Publisher: Cengage

NOTE: No additional learning materials are required from the publisher. Text only. Hardcopy or electronic, your choice.

How will the course be delivered?



- This course will be accomplished in a face-to-face classroom format.
- This course is designed using a modular format—that is, each day/class session is “packaged” in Blackboard as a single module so that all the materials, lecture notes, submission areas, discussion posts, quizzes/exams are in one area for a given session.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions as well as quizzes. Recommended browsers are Google Chrome or Firefox. Any technology related issues or problems should be handled through Student Technology Services at: https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html

How will we communicate?



- Here are the ways we can keep the communication channels open:
- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person. However, you can request a virtual meeting, and I will send you a Zoom link. Please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will attempt to respond to your e-mail within 24 hours of receipt. When emailing me, email from your UTEP student e-mail account, and please **put the course number in the subject line**. In the body of your e-mail, clearly state your question. At the end of your e-mail, **be sure to put your first and last name and your university identification number**.
- Announcements: Check the Blackboard announcements frequently for updates, deadlines, or other important messages.

TECHNOLOGY REQUIREMENTS



Some course content will be delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Zoom, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

How am I going to learn?



Students are responsible for the text material as well as the material covered in class sessions. The instructor will provide any supplemental material to enhance, make relevant, or clarify text material.

Small individual/team exercises may be utilized to help with subject matter understanding.

Quizzes will be used to monitor student progress as well.

How am I going to be graded?



- **Quizzes:** Quizzes on chapter content *and class discussion material* via Blackboard will be utilized to measure and reinforce understanding of key chapter content and learning goals. Assessment submissions are due at the time stated. No points will be given for any late submissions.
- **No extra credit is offered in this course.**

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Quizzes (15 total at 50 points each) Points	750
Quiz (1 at 250 points) Points	250
Total Weight Points	1,000

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Other Important Announcements



Disability accommodation. The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services, and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

UTEP Policy on Academic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course may require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. If you have questions regarding online interaction in a professional manner, please reference the guidelines at <https://www.utep.edu/extendeduniversity/utepconnect/blog/october-2017/10-rules-of-netiquette-for-students.html>. The expectation is that you will comply with these guidelines throughout the course – and, hopefully, beyond.

GUIDANCE ON ARTIFICIAL INTELLIGENCE

- The use of generative AI tools such as Chat GPT would appear to be contrary to this course's intent of developing student creativity and innovation skills. If, however, there is a circumstance where the student chooses the use of generative AI tools, the following applies.

Students must cite any borrowed content sources to comply with all applicable citation guidelines and copyright law and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

FALL 2023 Course Syllabus Content MGMT 3320

Subject to change if/as required.

Session	Chapters Covered	Focus/Assignments/Activities
1 8/28/2023 M	Course Intro	<ul style="list-style-type: none"> • Learning Goal: Introduction to the course and how it will be conducted. Grasp some introductory and overall aspects of small business management. • Read Chapter 1 before Session 2 • Watch “Are You an Entrepreneur or a Small Business Owner?” Video
2 8/30/2023 W	Chapter 1 The Entrepreneurial Life	<ul style="list-style-type: none"> • LG): The role of small business enterprises in society and the characteristics of people who run them. • LG: What does owning and operating a small business enterprise entail, and is it something that you would like to pursue • Read Chapter 2 before Session 3 • Watch “Observing the Small Business Code of Ethics” Video
Monday, 9/4/2023 Labor Day Holiday – No Class Session		
3 9/6/2023 W	Chapter 2 Integrity, Ethics, and Social Entrepreneurship	<ul style="list-style-type: none"> • LG: Understanding the impact of integrity and ethical behavior on your small business, its stakeholders, and society in general. • <i>Class discussion items:</i> • <i>Are integrity & ethics relevant anymore? Why, why not?</i> • <i>Hard line – will it increase my bottom line or not?</i> • <i>Right line – how can it add to my bottom line?</i> • Watch “The Single Biggest Reason Why Startups Succeed – Bill Gross” Video • Read Chapter 3, pages 64 to 84, before Session 4 • Quiz (1 of 16) on Chapters 1 & 2 (50 points) Due 11:59 pm, Sep 7
4 9/11/2023 M	Chapter 3 Starting a Small Business	<ul style="list-style-type: none"> • LG: Applying creativity, innovation, strategic thinking, and analysis to identify small business ideas and opportunities. • Read Chapter 3, pages 84 to 89, before Session 5
5 9/13/2023 W	Chapter 3 Starting a Small Business	<ul style="list-style-type: none"> • LG: Applying creativity, innovation, and strategic thinking and analysis to identify small business ideas and opportunities. • Read Chapter 4 before Session 6 • Watch the “Should I Buy a Franchise” Video • Watch the “Franchising from a Franchisee Perspective” Video • Quiz (2 of 16) on Chapter 3 (50 points) Due 11:59 pm, Sep 14

Session	Chapters Covered	Focus/Assignments/Activities
6 9/18/2023 M	Chapter 4 Franchises and Buyouts	<ul style="list-style-type: none"> • LG: Understanding and evaluating the concepts and criteria involved in choosing between acquiring a franchise or existing business as your small business enterprise. • Read Chapter 5 before Session 7 • Watch the “Victoria Scragg interview regarding familyowned business” Video • Watch “Building a Family Business that Lasts” Video • Quiz (3 of 16) on Chapter 4 (50 points) Due 11:59 pm, Sep 19
7 9/20/2023 W	Chapter 5 The Family Business	<ul style="list-style-type: none"> • LG: The ability to identify and appreciate the pros and cons, dynamics, and governance involved if you decide to make your small business a family-based enterprise. <i>Class</i> • <i>Exercise: Iaccarino & Son Case Study</i> • Read Chapter 6, pages 145 to 155, before Session 8 • Watch “What is a Business Model” Video • Quiz (4 of 16) on Chapter 5 (50 points) Due 11:59 pm, Sep 21
8 9/25/2023 M	Chapter 6 The Business Plan: Visualizing the Dream	<ul style="list-style-type: none"> • LG: An appreciation of the value of planning your business, understanding necessary business plan process and content, preparing a professionally constructed plan, and utilizing it to support your small business. • Read Chapter 6, pages 155 to 169, before Session 9 • Watch the “Business Model Canvas Explained with Examples” Video
9 9/27/2023 W	Chapter 6 The Business Plan: Visualizing the Dream	<ul style="list-style-type: none"> • LG: An appreciation of the value of planning your business, understanding necessary business plan process and content, preparing a professionally constructed plan, and utilizing it to support your small business. • Read Chapter 7, pages 174 to 182, before Session 10 • Watch the “How to Develop an Effective Marketing Strategy” Video • Quiz (5 of 16) on Chapter 6 (50 points) Due 11:59 pm, Sep 28
10 10/2/2023 M	Chapter 7 The Marketing Plan	<ul style="list-style-type: none"> • LG: The importance of marketing and a marketing plan, the need and value of market research and identification, and the importance of forecasting to a small business. • Watch the “Startup Financial Projections – Sales” Video • Read Chapter 7, pages 183 to 193, before Session 11

Session	Chapters Covered	Focus/Assignments/Activities
11 10/4/2023 W	Chapter 7 The Marketing Plan	<ul style="list-style-type: none"> • LG: Why a marketing plan is important; the need and value of market research and identification; and the importance of forecasting to your small business. • Read Chapter 9 before Session 12 • Watch “Factors Influencing Business Location Explained” Video • Watch the “4 Elements of Site Selection” Video • Watch (for fun) the “Virtual Office vs traditional office” Video • Quiz (6 of 16) on Chapter 7 (50 points) Due 11:59 pm, Oct 5
12 10/9/2023 M	Chapter 9 The Location Plan	<ul style="list-style-type: none"> • LG: Understanding the value of (physical or virtual) place for your small business and how best to identify and define it. • Read Chapter 16 before Session 13 • Watch the “Pricing Strategy An Introduction” Video • Watch “Credit Card Processing for Small Businesses: The Key Players” Video • Quiz (7 of 16) on Chapter 9 (50 points) Due 11:59 pm, Oct 10
13 10/11/2023 W	Chapter 16 Pricing and Credit Decisions	<ul style="list-style-type: none"> • LG: Determining how to establish product price(s), type(s) of pricing strategies to consider, and types of credit and credit management. • Read Chapter 8 before Session 14 • Quiz (8 of 16) on Chapter 16 (50 points) Due 11:59 pm, Oct 12
14 10/16/2023 M	Chapter 8 The Organization Plan: Teams, Legal Structures, Alliances, and Directors	<ul style="list-style-type: none"> • LG: Awareness of the various types of legal organization forms and the considerations required to determine which might be the best fit for your small business and why. • Watch the “How to Fund Your Startup – Funding a Startup” Video • Read Chapter 12 before Session 15 • Quiz (9 of 16) on Chapter 8 (50 points) Due 11:59 pm, Oct 17
15 10/18/2023 W	Chapter 12 A Firm’s Sources of Financing	<ul style="list-style-type: none"> • LG: Awareness of the types, sources, and considerations of financing available for your small business. • Watch the “Cash Flows Explained” Video • Read Chapter 10, pages 258 to 276, before Session 16 • Quiz (10 of 16) on Chapter 12 (50 points) Due 11:59 pm, Oct 19
16 10/23/2023 M	Chapter 10 Understanding a Firm’s Financial Statements	<ul style="list-style-type: none"> • LG: Cash is king. Utilization of accounting tools and methods to avoid financial failure in your small business. Read Chapter 10, pages 276 to 290, before Session 17

Session	Chapters Covered	Focus/Assignments/Activities
17 10/25/2023 W	Chapter 10 Understanding a Firm's Financial Statements	<ul style="list-style-type: none"> • LG: Cash is king. Utilization of accounting tools and methods to avoid financial failure in your small business. • Watch the "Financial Projections for Your Startup" Video • Watch the "How to Build Financial Projections for Your Business" Video • Read Chapter 11, pages 295 to 310, before Session 18
18 10/30/2023 M	Chapter 11 Forecasting Financial Requirements	<ul style="list-style-type: none"> • LG: Keeping the king happy. Understanding the need to utilize financial tools and modeling to forecast, plan, and act, rather than react, to keep your small business solvent. • Watch the "Financial Projections for a Business Plan: by Quality Business Plan" Video • Read Chapter 11, pages 310 to 316, before Session 19
19 11/1/2023 W	Chapter 11 Forecasting Financial Requirements	<ul style="list-style-type: none"> • LG: Keeping the king happy. Understanding the need to utilize financial tools and modeling to forecast, plan, and act, rather than react, to keep your small business solvent. • Watch the "How to Exit on Your Business" Video • Read Chapter 13 before Session 20
11/3/2023 – Fall Drop/Withdrawal Date		
20 11/6/2023 M	Chapter 13 Planning for the Harvest	<ul style="list-style-type: none"> • LG: Understand the need and value of having an exit plan for your small business enterprise. • Watch the "Bad Customer Service Montage" Video • Watch the "How Southwest Airlines Built Its Culture – Herb Kelleher – WOBI" Video • Read Chapter 14 before Session 21 • Quiz (11 of 16) on Chapters 13 (50 points) Due 11:59 pm, Nov 7
21 11/8/2023 W	Chapter 14 Building Customer Relationships	<ul style="list-style-type: none"> • LG: Appreciating the value of the customer and customer relationship to your small business and how best to manage and nurture that customer relationship. • Read Chapter 15 before Session 22 • Watch "What Toilet Paper Can Teach Us About Supply Chains" Video
22 11/13/2023 M	Chapter 15 Product Development and Supply Chain Management	<ul style="list-style-type: none"> • LG: Challenges involved in building your product, the product stages, and the need, methods, and strategies to maintain the relevance of your small business' product(s). • Read Chapter 17 before Session 23 • Quiz (12 of 16) on Chapters 14 & 15 (50 points) Due 11:59 pm, Nov 14
23 11/15/2023 W	Chapter 17 Promotional Planning	<ul style="list-style-type: none"> • LG: Awareness of the ways and means, and value of promoting your small business and how best to plan for and manage it. • Read Chapter 18 before Session 24 • Watch the "Small businesses go global" Video • Watch the "How to Take Your Small Business International" Video

Session	Chapters Covered	Focus/Assignments/Activities
24 11/20/2023 M	Chapter 18 Global Opportunities for Small Business	<ul style="list-style-type: none"> • LG: Understanding the global market, opportunities, as well as considerations relative to taking your small business global and sources of assistance. • Read Chapter 19 before Session 25 • Watch the “Creating Your Business Organization Structure” Video • Quiz (13 of 16) on Chapters 17 & 18 (50 points) Due 11:59 pm, Nov 21
25 11/22/2023 W	Chapter 19 Professional Management and the Small Business	<ul style="list-style-type: none"> • LG: Appreciation of the role and interaction of leadership and culture in the successful management of a small business enterprise. • Read Chapter 20 before Session 26 • Watch “Why do some businesses succeed when others fail?” Video
26 11/27/2023 M	Chapter 20 Managing Human Resources	<ul style="list-style-type: none"> • LG: Realization that, after customers, the people who work in and represent your business are the most critical to its success and, as such, the process and methodology to acquire, prepare, and retain them is paramount. • Watch the “Cash Flow – Causes of Cash Flow Problems” Video • Watch the “Working Capital Management Explained” Video • Read Chapter 22 before Session 27 • Quiz (14 of 16) on Chapters 19 & 20 (50 points) Due 11:59 pm, Nov 28
27 11/29/2023 W	Chapter 22 Managing the Firm’s Assets	<ul style="list-style-type: none"> • LG: Cash is still king. Understanding what constitutes working capital, why and how best to manage it, and decision-making techniques in capital budgeting decision making. • Read Chapter 23 before Session 28 • Watch “Small Business Insurance: Managing Risk” Video
28 12/4/2023 M	Chapter 23 Managing Risk	<ul style="list-style-type: none"> • LG: Appreciation of types of risk that can affect your small business and means, methods, and sources to mitigate and manage them. • Read Chapter 21 before Session 29 • Watch “My Start-up Failed In 22 Months - Here's What I Learnt” Video • Watch the “Best Advice to Small Business Owners” Video • Quiz (15 of 16) on Chapters 22 & 23 (50 points) Due 11:59 pm, Dec 5
29 12/6/2023 W	Chapter 21 Managing Small Business Operations	<ul style="list-style-type: none"> • LG: Awareness of the functional areas, their roles and responsibilities in operating a small business, and their part in contributing to its profitability and ultimate success. • Quiz (16 of 16) on Chapters 1 through 23 (250 points) Due 11:59 pm, Dec 8