



MGMT 3320 Small Business Management Fall 2021 Syllabus

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

Instructor

Bill Conwell

CRN

18931

Office:

CoBA Room 258

Class Location:

CoBA Room 312

Office Hours:

M, W, R, & F from 3:00 pm to 4:30 pm, and by appointment

Class Days:

M & W

Class Hours:

12:00 pm to 1:20 pm

E-Mail:

wjconwell@utep.edu

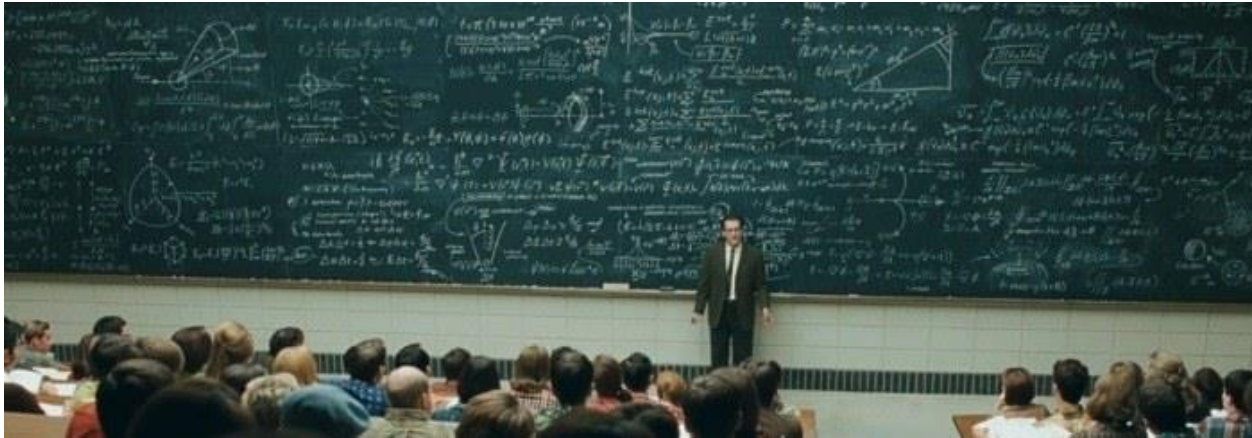
Phone:

915 747-7190

Semester:

Fall 2021

What course is this again?



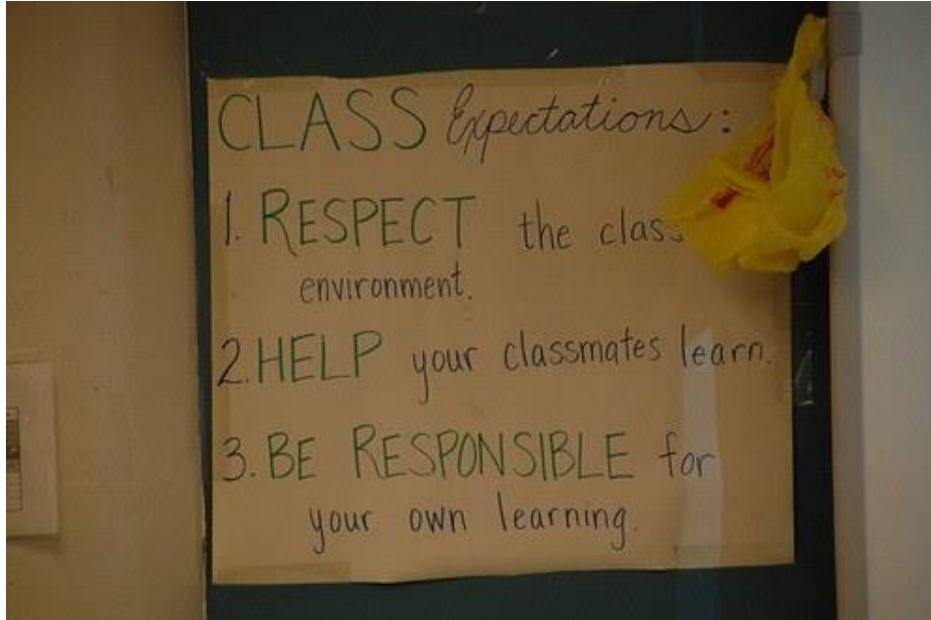
Catalog:

MGMT 3320: Small Business Management

Course Description:

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

Course Expectations



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What am I going to learn?



Learning Outcomes:

Here is what we are going to learn:

- 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

Bloom's Taxonomy Document

Bloom's Taxonomy Matrix for MGMT 3320

Learning Objective	Bloom's Cognitive Domain	Assessment Technique	Activities
<p>Practical ways of thinking and acting to help achieve the goal of selecting, starting, and/or growing successful enterprises</p> <p>Knowledge and insights needed to lead and manage a small business</p> <p>Tools, methods, disciplines, and processes to support the choice, launch, and growth of a small business enterprise</p> <p>Resources available to support small businesses</p> <p>The importance of building relationships</p> <p>Management of people and operations in the small business environment</p>	<ul style="list-style-type: none"> • Remember • Understand • Apply • Analyze • Evaluate • Create 	<ul style="list-style-type: none"> • Class participation and discussion • Quizzes • Team exercises • Individual assignments • Student interaction through use of Blackboard discussion module 	<ul style="list-style-type: none"> • Small teams of students working through mini-projects reflecting the several steps necessary in the definition, development, documentation, and management of a small business enterprise.

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 required from 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
- This course will utilize the Blackboard Ultra Course View format. It may appear a little different in style, but it should be intuitive to anyone familiar with Blackboard. Blackboard help is available for the Ultra view.

How will we communicate?



- My hope is that since we are back in the classrooms for the fall 2021 semester, we will all take full advantage of the ability to communicate with each other as a normal part of our class sessions. By sharing experiences, questions, comments, and insights we can enrich the value added of the course for all involved - students and instructor.
- For outside the classroom communication, Blackboard Email (Messages link, upper LH corner of home page) is preferred for communication related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student 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 message, be sure to put your first and last name, and your university identification number.

- Discussion Board: If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard (Discussions link, upper LH corner of home page). Please respond to other students' questions if you have a helpful response.
- Announcements: Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

The elephant (still) in the room.



If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

*We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission **wear face masks when indoors in groups of people**. The best way that Miners can take care of miners is to **get the vaccine**. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.*

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. Supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

Small individual/team exercises will be utilized to help with subject matter understanding as well as application of creative thinking in addressing case-related issues.

Quizzes will be used to monitor student progress as well.

How am I going to be graded?



- **1. Quizzes:** Quizzes on chapter material, via Blackboard, will be utilized to measure and reinforce understanding of key chapter concepts. Quiz scores will be discounted if submission is past deadline; 20% within 24 hours late, 50% within 24 to 48 hours late, scored as a zero after 48 hours late.
- **2. Projects:** There will be 9 team project deliverables demonstrating understanding and use of small business management planning tools and deliverables. Team project scores will be discounted if submission is past deadline; 20% within 24 hours late, 50% within 24 to 48 hours late, scored as a zero after 48 hours late.
- **Exams** There will be no mid-term or final exams

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

Quizzes (20 total) Points	200
Team Projects (9 total) Points	800
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%

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](#).

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 one's 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. **Before your first class session, please read the “NETIQUETTE GUIDE FOR ONLINE COURSES”** at <https://www.utep.edu/extendeduniversity/cid/Files/docs/faculty-resources/student-orientation/NetiquetteGuideforOnlineCourses.pdf>. The expectation is that you will comply with the guidelines throughout the course –and, hopefully, beyond.

MGMT 3320 Fall 2021 Course Schedule



Subject to change if/as circumstances dictate.

Session	Chapters Covered	Focus/Assignments/Activities
1 8/23/2021 M	Course Intro	<ul style="list-style-type: none"> Review syllabus Read chapter 1 before Session 2 Watch "Are You an Entrepreneur or a Small Business Owner?" Video
2 8/25/2021 W	Chapter 1 The Entrepreneurial Life	<ul style="list-style-type: none"> Read chapter 2 before Session 3 Watch "Observing the Small Business Code of Ethics" Video Quiz (1 of 20) on Chapter 1 (10 points) Due 11:59 pm, Aug 26
3 8/30/2021 M	Chapter 2 Integrity, Ethics, and Social Entrepreneurship	<ul style="list-style-type: none"> Assignment: Research and be ready to discuss & design elevator pitch content & parameters in Session 4 Watch "A Good Pitch Example" Video Read chapter 3 before Session 4 Quiz (2 of 20) on Chapter 2 (10 points) Due 11:59 pm, Aug 31
4 9/1/2021 W	Chapter 3 Starting a Small Business	<ul style="list-style-type: none"> Student teams finalized; teams now need to focus on company name & product/service – Due by 11:59 pm, Sep 12 Read chapter 4 before Session 5 Watch "How to Pitch your Start-up" Video Watch "Should I Buy a Franchise" Video Assignment: Be ready to discuss Case 4, Two Men and a Truck, pg. 652, in Session 5 Quiz (3 of 20) on Chapter 3 (10 points) Due 11:59 pm, Sep 1
Sep 6: Labor Day Holiday – University Closed		
5 9/8/2021 W	Chapter 4 Franchises and Buyouts	<ul style="list-style-type: none"> Read chapter 5 before Session 6 Watch "Victoria Scragg interview regarding family owned business" Video Watch "Building a Family Business that Lasts" Video Assignment: Be ready to discuss Case 5, Iacarrino & Son, pg. 654, in Session 6 Quiz (4 of 20) on Chapter 4 (10 points) Due 11:59 pm, Sep 9
6 9/13/2021 M	Chapter 5 The Family Business	<ul style="list-style-type: none"> Read chapter 6 before Session 7 Watch "What is a Business Model" Video Quiz (5 of 20) on Chapter 5 (10 points) Due 11:59 pm, Sep 14
7 9/15/2021 W	Chapter 6 The Business Plan: Visualizing the Dream	<ul style="list-style-type: none"> Assignment: Be ready to discuss Case 6, pg. 656, Hyper Wear, Inc. in Session 8 Watch "Business Model Canvas Explained with Examples" Video Project Deliverable 1 of 9: Develop a Business Model (my hybrid template) for your team's business (100 points) Due 11:59 pm, Sep 21

Session	Chapters Covered	Focus/Assignments/Activities
8 9/20/2021 M	Chapter 6 The Business Plan: Visualizing the Dream	<ul style="list-style-type: none"> <input type="checkbox"/> Read chapter 8 before Session 9 <input type="checkbox"/> Assignment: Be ready to discuss Case 8, Couchsurfing International, pg. 658, in Session 9 <input type="checkbox"/> Watch "Creating Your Business Organization Structure" Video <input type="checkbox"/> Quiz (6 of 20) on Chapter 6 (10 points) Due 11:59 pm, Sep 21
9 9/22/2021 W	Chapter 8 The Organization Plan: Teams, Legal Structures, Alliances, and Directors	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 2 of 9: Create the organizational plan for your team's small business, including the legal structure chosen (and why), the organization structure with team member roles (and why), and if you will have a board of directors or advisors (and why) (50 points) Due 11:59 pm, 10/1 <input type="checkbox"/> Read chapter 7 before Session 11 <input type="checkbox"/> Watch "How to Develop an Effective Marketing Strategy" Video <input type="checkbox"/> Quiz (7 of 20) on Chapter 8 (10 points) Due 11:59 pm, Sep 28
10 9/27/2021 M	Meet your potential investors	<ul style="list-style-type: none"> <input type="checkbox"/> Team Business Model presentations (open with your company's business pitch to introduce business to class) Any questions regarding Project Deliverable 2
11 9/29/2021 W	Chapter 7 The Marketing Plan	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 3 of 9: Complete an industry analysis, market analysis, and competitor analysis, to identify and justify your choice of market segment for your team's small business. (100 points) Due 11:59 pm, Oct 6 <input type="checkbox"/> Read chapter 9 before Session 12 <input type="checkbox"/> Watch "Factors Influencing Business Location Explained" Video <input type="checkbox"/> Watch "4 Elements of Site Selection" Video <input type="checkbox"/> Watch (for fun) "Virtual office vs traditional office" Video <input type="checkbox"/> Quiz (8 of 20) on Chapter 7 (10 points) Due 11:59 pm, Sep 30
12 10/4/2021 M	Chapter 9 The Location Plan	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 4 of 9: Identify a site, site cost, and estimated infrastructure (machinery & equipment, fixtures, office equipment & supplies, etc.) cost for your business (100 points) Due 11:59 pm, Oct 11 <input type="checkbox"/> Read chapter 16 before Session 13 <input type="checkbox"/> Watch "Pricing Strategy An Introduction" Video <input type="checkbox"/> Watch "Credit Card Processing for Small Businesses: The Key Players" Video <input type="checkbox"/> Quiz (9 of 20) on Chapter 9 (10 points) Due 11:59 pm, Oct 5
13 10/6/2021 W	Chapter 16 Pricing and Credit Decisions	<ul style="list-style-type: none"> <input type="checkbox"/> Assignment: Develop pricing for your product/service. You will need it for Project Deliverable 5 of 9 <input type="checkbox"/> Read chapter 10 before Session 14 <input type="checkbox"/> Watch "Working Capital Management Explained" Video <input type="checkbox"/> Watch "Cash Flow – Causes of Cash Flow Problems" Video <input type="checkbox"/> Quiz (10 of 20) on Chapter 16 (10 points) Due 11:59 pm, Oct 7

Session	Chapters Covered	Focus/Assignments/Activities
14 10/11/2021 M	Chapter 10 Understanding a Firm's Financial Statements	<input type="checkbox"/> Watch "Financial Projections for a Business Plan" Video <input type="checkbox"/> Read chapter 11 before Session 15
15 10/13/2021 W	Chapter 11 Forecasting Financial Requirements	
16 10/18/2021 M	Chapter 11 Forecasting Financial Requirements	<input type="checkbox"/> Project Deliverable 5 of 9: Utilizing Market Segment exercise material from Session 11, Site Cost exercise information from Session 12, and Pricing from Session 13 develop a sales forecast, costs (including start-up) & potential funding sources for Year One of your business operations (100 points) Due 11:59 pm, Oct 24 <input type="checkbox"/> Read chapter 12 before Session 17
17 10/20/2021 W	Chapter 12 A Firm's Sources of Financing	<input type="checkbox"/> Read chapter 13 before Session 18 <input type="checkbox"/> Assignment: Be ready to discuss Case 13, Network Collie, pg. 670, in Session 18
18 10/25/2021 M	Chapter 13 Planning for the Harvest	<input type="checkbox"/> Quiz (11 of 20) on Chapter 13 (10 points) Due 11:59 pm, Oct 26
19 10/27/2021 W	Meet your potential investors	<input type="checkbox"/> Student teams present results of their Project Deliverables 4 and 5 <input type="checkbox"/> Watch "How SWA built its culture" Video <input type="checkbox"/> Watch "Grandest Illusion Surrounding Customer Service" Video <input type="checkbox"/> Watch (for fun) "Bad Customer Service Montage" Video <input type="checkbox"/> Read chapter 14 before Session 20
20 11/1/2021 M	Chapter 14 Building Customer Relationships	<input type="checkbox"/> Watch "What Toilet Paper Can Teach Us About Supply Chains" video <input type="checkbox"/> Read chapter 15 before Session 21 <input type="checkbox"/> Quiz (12 of 20) on Chapter 14 (10 points) Due 11:59 pm, Nov 2
21 11/3/2021 W	Chapter 15 Product Development and Supply Chain Management	<input type="checkbox"/> Project Deliverable 6 of 9: Describe the Supply Chain for your business including suppliers, any agents/brokers or middlemen you will utilize, transportation or storage requirements needed, and your channel(s) of distribution to deliver your product or service to customers (50 points) Due 11:59 pm, Nov 7 <input type="checkbox"/> Read chapter 17 before Session 22 <input type="checkbox"/> Quiz (13 of 20) on Chapter 15 (10 points) Due 11:59 pm, Nov 4

Session	Chapters Covered	Focus/Assignments/Activities
22 11/8/2021 M	Chapter 17 Promotional Planning	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 7 of 9: Describe the Marketing and Promotional Plan for your business for year one. Include any branding and related strategies (Ref. Ch. 15). Address the Who (target promotional audience, the How (your choice of promotional methodology, the Why (your rationale for choosing the Who and How), and How Much (your estimated marketing and promotional budget for year one of operations (100 points) Due 11:59 pm, Nov 14 <input type="checkbox"/> Watch "Small businesses go global" Video <input type="checkbox"/> Watch "How to Take Your Small Business International" Video <input type="checkbox"/> Read chapter 18 before session 23 <input type="checkbox"/> Assignment: Be ready to discuss Case 18, Auntie Anne's Pretzels in China, pg. 682, in Session 23 <input type="checkbox"/> Quiz (14 of 20) on Chapter 17 (10 points) Due 11:59 pm, Nov 9
23 11/10/2021 W	Chapter 18 Global Opportunities for Small Business	<ul style="list-style-type: none"> <input type="checkbox"/> Read chapter 19 before Session 24 <input type="checkbox"/> Assignment: Be ready to discuss Case 19, Andrew Mason and the Rise and Fall of Groupon, pg. 685, in Session 24 <input type="checkbox"/> Quiz (15 of 20) on Chapter 18 (10 points) Due 11:59 pm, Nov 11
24 11/15/2021 M	Chapter 19 Professional Management and the Small Business	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 8 of 9: Develop an Operating Budget Forecast for the first six months of operations of your team's business (100 points) Due 11:59 pm, Nov 21 <input type="checkbox"/> Read chapter 20 before Session 25 <input type="checkbox"/> Watch "Why do some small business succeed when others fail?" Video <input type="checkbox"/> Assignment: Be ready to discuss Case 20, Jason Fried and Hiring Practices at 37signals, pg. 688, in Session 25 <input type="checkbox"/> Quiz (16 of 20) on Chapter 19 (10 points) Due 11:59 pm, Nov 16
25 11/17/2021 W	Chapter 20 Managing Human Resources	<ul style="list-style-type: none"> <input type="checkbox"/> Project Deliverable 9 of 9: Develop an Executive Summary that you would submit as an introduction to your company's Business Plan (utilize the template provided for categories to be addressed) (100 points) Due 11:59 pm, Nov 27 <input type="checkbox"/> Read chapter 21 before Session 26 <input type="checkbox"/> Watch "My Start-up Failed In 22 Months - Here's What I Learnt" Video <input type="checkbox"/> Quiz (17 of 20) on Chapter 20 (10 points) Due 11:59 pm, Nov 18
26 11/22/2021 M	Chapter 21 Managing Small Business Operations	<ul style="list-style-type: none"> <input type="checkbox"/> Read chapter 22 before Session 27 <input type="checkbox"/> Quiz (18 of 20) on Chapter 21 (10 points) Due 11:59 pm, Nov 23

Session	Chapters Covered	Focus/Assignments/Activities
27 11/24/2021 W	Chapter 22 Managing the Firm's Assets	<ul style="list-style-type: none"> <input type="checkbox"/> Read chapter 23 before Session 28 <input type="checkbox"/> Watch "Small Business Insurance: Managing Risk" Video <input type="checkbox"/> Quiz (19 of 20) on Chapter 22 (10 points) Due 11:59 pm, Nov 25
28 11/29/2021 M	Chapter 23 Managing Risk	<ul style="list-style-type: none"> <input type="checkbox"/> Watch "Best Advice to Small Business Owners" Video <input type="checkbox"/> Quiz (20 of 20) on Chapter 23 (10 points) Due 11:30
29 12/1/2021 W	Meet your potential investors	<ul style="list-style-type: none"> <input type="checkbox"/> Student teams present results of their Project Deliverables 6, 7, and 8