



Spring 2022 MGMT 3320 Small Business Management Syllabus

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

Instructor

Bill Conwell

CRN

25329

Office:

CoBA Room 258

Class Location:

CoBA Room 326

Office Hours:

M & F: 9 to 12 & 2 to 5; W: 1 to 4; and by appointment

Class Days:

T & R

Class Hours:

1:30 pm to 2:50 pm

E-Mail:

wjconwell@utep.edu

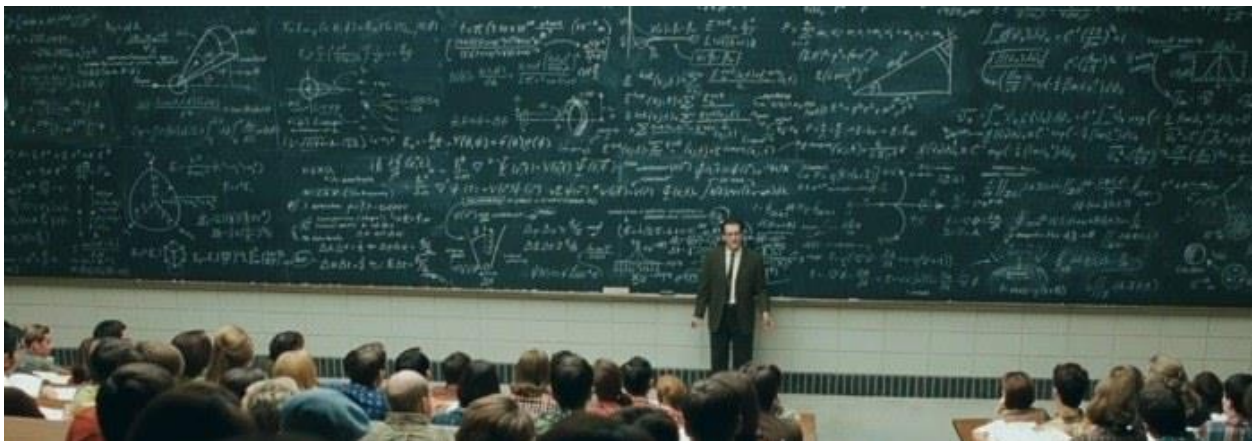
Phone:

915 747-7190

Semester:

Spring 2022

What course is this again?



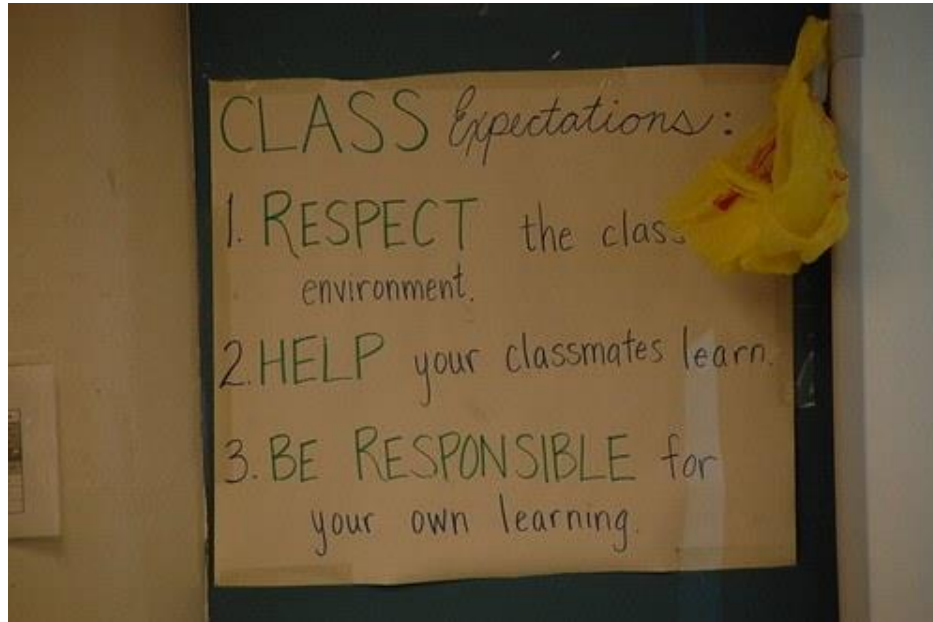
Catalog:

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

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 assessments (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?



- 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, yes 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. Vaccine booster shots will be available at no charge on campus during the first part of the first two weeks 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.

Assessments will be used to monitor student progress as well.

How am I going to be graded?



- **1. Assessments:** Assessments on chapter 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.
- **2. Assignments:** There will be multiple small team deliverables demonstrating understanding and use of small business management planning tools and deliverables. Team assignment scores will be subjective based upon team performance, value-provided, and class engagement.
- **3. Attendance:** You need to show up to add value to your classmates, the course material, and yourself. Grade points will be deducted for non-excused (as in not previously approved) absences. Each unexcused absence will reduce attendance points by 20%.

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

Assessments (15 total) Points	750
Team Assignments (10 total) Points	150
Attendance Points	100
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](#).

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. 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.

MGMT 3320 Spring 2022 Course Schedule



Subject to change if/as circumstances dictate.

Session	Chapters Covered	Focus/Assignments/Activities
1 1/18/2022 T	Course Intro	<ul style="list-style-type: none"> ☐ Review syllabus, expectations, process, & norms ☐ Read Chapter 1 before Session 2 ☐ Watch "Are You an Entrepreneur or a Small Business Owner?" Video
2 1/20/2022 R	Chapter 1 The Entrepreneurial Life	<ul style="list-style-type: none"> ☐ LG: What owning and operating a small business enterprise entails 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
3 1/25/2022 T	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. ☐ Read Chapter 3, pages 64 to 84, before Session 4 ☐ Assessment (1 of 15) on Chapters 1 & 2 (50 points) Due 11:59 pm, Jan 26
4 1/27/2022 R	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 3, pages 84 to 89, before Session 5
5 2/1/2022 T	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 "Should I Buy a Franchise" Video ☐ Assessment (2 of 15) on Chapter 3 (50 points) Due 11:59 pm, Feb 2
6 2/3/2022 R	Chapter 4 Franchises and Buyouts	<ul style="list-style-type: none"> ☐ LG: Understanding and evaluating the concepts and criteria involved in choosing between acquisition of a franchise or existing business as your small business enterprise. ☐ Read chapter 5 before Session 7 ☐ Watch "Victoria Scragg interview regarding family owned business" Video ☐ Watch "Building a Family Business that Lasts" Video ☐ Assessment (3 of 15) on Chapter 4 (50 points) Due 11:59 pm, Feb 4
7 2/8/2022 T	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. Read Chapter 6, pages 145 to 155, before Session 8 ☐ Watch "What is a Business Model" Video ☐ Assessment (4 of 15) on Chapter 5 (50 points) Due 11:59 pm, Feb 9

Session	Chapters Covered	Focus/Assignments/Activities
8 2/10/2022 R	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 "Business Model Canvas Explained with Examples" Video
9 2/15/2022 T	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 "How to Develop an Effective Marketing Strategy" Video □ Assessment (5 of 15) on Chapter 6 (50 points) Due 11:59 pm, Feb 16
10 2/17/2022 R	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 7, pages 183 to 193 before Session 11
11 2/22/2022 T	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 "4 Elements of Site Selection" Video □ Watch (for fun) "Virtual office vs traditional office" Video □ Assessment (6 of 15) on Chapter 7 (50 points) Due 11:59 pm, Feb 23
12 2/24/2022 R	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 14 □ Watch "Pricing Strategy An Introduction" Video □ Watch "Credit Card Processing for Small Businesses: The Key Players" Video □ Assessment (7 of 15) on Chapter 9 (50 points) Due 11:59 pm, Feb 25
13 3/1/2022 T	ZOOM Session	<ul style="list-style-type: none"> □ Watch "Financial Projections for a Business Plan" Video

Session	Chapters Covered	Focus/Assignments/Activities
14 3/3/2022 R	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 15 • Watch "Creating Your Business Organization Structure" Video • Assessment (8 of 15) on Chapter 16 (50 points) Due 11:59 pm, Mar 4
15 3/8/2022 T	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. • Read Chapter 12 before Session 16 • Assessment (9 of 15) on Chapter 8 (50 points) Due 11:59 pm, Mar 9
16 3/10/2022 R	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. • Read Chapter 10, pages 258 to 276, before Session 17 • Assessment (10 of 15) on Chapter 12 (50 points) Due 11:59 pm, Mar 11
Spring Break, 3/14 to 3/18		
17 3/22/2022 T	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 18 • Watch "Working Capital Management Explained" Video • Watch "Cash Flow – Causes of Cash Flow Problems" Video
18 3/24/2022 R	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 11, pages 295 to 310, before Session 19
19 3/29/2022 T	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. • Read Chapter 11, pages 310 to 316, before Session 20
20 3/31/2022 R	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. □ • Read Chapter 13 before Session 21
4/1/2022 – Spring Drop/Withdrawal Date		
21 4/5/2022 T	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. • Read Chapter 14 before Session 22 • Assessment (11 of 15) on Chapters 13 (50 points) Due 11:59 pm, Apr 6

Session	Chapters Covered	Focus/Assignments/Activities
22 4/7/2022 R	Chapter 14 Building Customer Relationships	<ul style="list-style-type: none"> <input type="checkbox"/> LG: Appreciating the value of the customer and customer relationship to your small business and how best to manage and nurture that customer relationship. <input type="checkbox"/> Read Chapter 15 before Session 23 <input type="checkbox"/> Watch "What Toilet Paper Can Teach Us About Supply Chains" Video
23 4/12/2022 T	Chapter 15 Product Development and Supply Chain Management	<ul style="list-style-type: none"> <input type="checkbox"/> 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). <input type="checkbox"/> Read chapter 17 before Session 24 <input type="checkbox"/> Assessment (12 of 15) on Chapters 14 & 15 (50 points) Due 11:59 pm, Apr 13
24 4/14/2022 R	Chapter 17 Promotional Planning	<ul style="list-style-type: none"> <input type="checkbox"/> LG: Awareness of the ways and means and value of promoting your small business and how best to plan for and manage it. <input type="checkbox"/> Read Chapter 18 before session 25 <input type="checkbox"/> Watch "Small businesses go global" Video <input type="checkbox"/> Watch "How to Take Your Small Business International" Video
25 4/19/2022 T	Chapter 18 Global Opportunities for Small Business	<ul style="list-style-type: none"> <input type="checkbox"/> LG: Understanding the global market, opportunities as well as considerations relative to taking your small business global and sources of assistance. <input type="checkbox"/> Read Chapter 19 before Session 26 <input type="checkbox"/> Assessment (13 of 15) on Chapters 17 & 18 (50 points) Due 11:59 pm, Apr 20
26 4/21/2022 R	Chapter 19 Professional Management and the Small Business	<ul style="list-style-type: none"> <input type="checkbox"/> LG: Appreciation of the role and interaction of leadership and culture in successful management of a small business. <input type="checkbox"/> Read chapter 20 before Session 27 <input type="checkbox"/> Watch "Why do some small business succeed when others fail?" Video
27 4/26/2022 T	Chapter 20 Managing Human Resources	<ul style="list-style-type: none"> <input type="checkbox"/> 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. Read Chapter 22 before Session 28 <input type="checkbox"/> Assessment (14 of 15) on Chapters 19 & 20 (50 points) Due 11:59 pm, Apr 27
28 4/28/2022 R	Chapter 22 Managing the Firm's Assets	<ul style="list-style-type: none"> <input type="checkbox"/> 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 29 <input type="checkbox"/> Watch "Small Business Insurance: Managing Risk" Video

Session	Chapters Covered	Focus/Assignments/Activities
29 5/3/2022 T	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 30 □ Watch "My Start-up Failed In 22 Months - Here's What I Learnt" Video □ Watch "Best Advice to Small Business Owners" Video □ Assessment (15 of 15) on Chapters 22 & 23 (50 points) Due 11:59 pm, May 4
30 5/5/2022 R	Chapter 21 Managing Small Business Operations	<ul style="list-style-type: none"> □ LG: Awareness of the functional areas and their roles and responsibilities involved in operating a small business and their part in contributing to that business' profitability and ultimate success.