



Summer 2 2023 MGMT 3320 Small Business Management Syllabus

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

Instructor

Bill Conwell

CRN

30833

Office:

CoBA Room 258

Class Location:

CoBA Room 326

Office Hours:

MTWRF 11:30 am to 12:30 pm and by appointment

Class Days:

MTWRF

Class Hours:

9:20 am to 11:30 am

E-Mail:

wjconwell@utep.edu

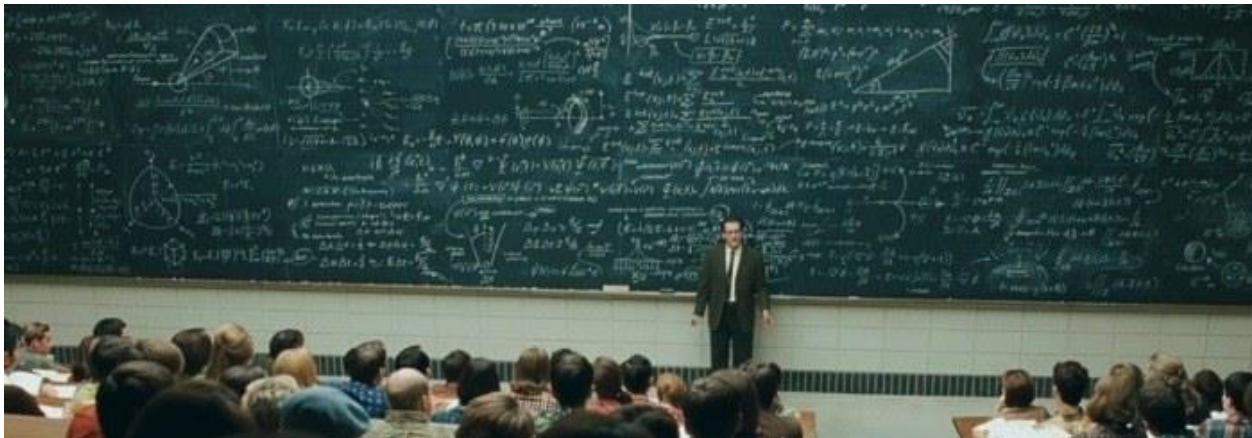
Phone:

915 747-7190

Semester:

Summer 2 2023

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.

- 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. 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.

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 may 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 and course session material during class sessions will be utilized to measure and reinforce understanding of key chapter content and learning goals. Assessment submissions are due during the class session they are given. No points will be given for any late submissions.
- **2. Final Exam:** There will be no final exam.

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

Assessments (20 total) @ 50 points each	1,000
Points	
Total Weight	1,000
Points	

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 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.

MGMT 3320 Summer II 2022 Course Schedule



Course Outline & Activity Plan: (Subject to Change)

Session	Chapters Covered	Focus/Assignments/Activities
1 7/11/2023 T	Course Introduction & Overview	<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. • "Starting a Business - Pros and Cons (Things You Should Know)" Video (9 min.) • Quiz (1 of 20) on Syllabus and Class Introduction (50 points)
2 7/12/2023 W	Chapter 1 The Entrepreneurial Life Chapter 2 Integrity, Ethics, and Social Entrepreneurship	<ul style="list-style-type: none"> • LG: The role of small business enterprises in society and the characteristics of people who run them. • LG: Understanding the impact of integrity and ethical behavior on a small business, its stakeholders, and society in general. • Read Presentation Summaries for Chapters 1 & 2 of "Small Business Management" (in class) • "Are You an Entrepreneur or a Small Business Owner?" Video (3 min.) • "Observing the Small Business Code of Ethics" Video (4 min.) • Quiz (2 of 20) on Chapters 1 & 2 of Small Business Management (50 points)
3 7/13/2023 R	<u>Chapter 3</u> Starting a Small Business <u>Chapter 4</u> Franchises and Buyouts	<ul style="list-style-type: none"> • LG: Applying creativity, innovation, strategic thinking, and analysis to identify small business ideas and opportunities. • LG: Understanding and evaluating the concepts and criteria involved in franchising and considering choosing between acquiring a franchise or an existing business as a small business enterprise. • Read Presentation Summaries for Chapters 3 & 4 of "Small Business Management" (in class) • "My Start-up Failed in 22 Months – Here's What I Learnt" Video (5 min.) • "Franchising From A Franchisee Perspective" Video (10 min.) • Quiz (3 of 20) on Chapters 3 & 4 of Small Business Management (50 points)
4 7/14/2023 F	<u>Chapter 5</u> The Family Business	<ul style="list-style-type: none"> • LG: Identification and appreciation of the pros & cons, dynamics, best practices, and governance involved in deciding whether to do a small business as a family-based enterprise. • Read Presentation Summaries for Chapter 5 of "Small Business Management" (in class) • "Building A Family Business That Lasts" Video (4 min.) • Quiz (4 of 20) on Chapter 5 of Small Business Management (50 points)

Session	Chapters Covered	Focus/Assignments/Activities
5 7/17/2023 M	<u>Chapter 6</u> The Business Plan: Visualizing the Dream	<ul style="list-style-type: none"> • LG: Appreciation of the value of planning a business, understanding of necessary business planning tools, processes, and content, preparation of a professionally constructed plan, and utilizing it to support a small business. • Read Presentation Summaries for Chapter 6 of "Small Business Management" (in class) • "Business Model Canvas Explained With Examples" Video (16 min.) • Quiz (5 of 20) on Chapter 6 of Small Business Management (50 points)
6 7/18/2023 T	<u>Chapter 7</u> 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. • Read Presentation Summaries for Chapter 7 of "Small Business Management" (in class) • Quiz (6 of 20) on Chapter 7 of Small Business Management (50 points)
7 7/19/2023	<u>Chapter 9</u> The Location Plan	<ul style="list-style-type: none"> • LG: Understanding the value of (physical or virtual) place for a small business and how best to identify and define it. • Read Presentation Summaries for Chapter 9 of "Small Business Management" (in class) • "Factors Influencing Business Location Explained" Video (8 min.) • "4 Elements of Site Selection" Video (6 min.) • Quiz (7 of 20) on Chapter 9 of Small Business Management (50 points)
8 7/20/2023 R	<u>Chapter 16</u> Pricing and Credit Decisions	<ul style="list-style-type: none"> • LG: Factors and analysis pertinent to establishing product price(s), types of pricing strategies to consider, and types of credit and credit management. • Read Presentation Summaries for Chapter 16 of "Small Business Management" (in class) • "Pricing Strategy: An Introduction" Video (9 min.) • "Credit Card Processing for Small Business: The Key Players!" Video (3 min.) • Quiz (8 of 20) on Chapter 16 of Small Business Management (50 points)
9 7/21/2023 F	<u>Chapter 8</u> 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 a small business enterprise and why. • Read Presentation Summaries for Chapter 8 of "Small Business Management" (in class) • "Creating Your Business Organization Structure" Video (5 min.) • Quiz (9 of 20) on Chapter 8 of Small Business Management (50 points)

Session	Chapters Covered	Focus/Assignments/Activities
10 7/24/2023 M	<u>Chapter 12</u> A Firm's Sources of Financing	<ul style="list-style-type: none"> • LG: An understanding of the types, sources, and considerations of financing alternatives and options available to a small business enterprise. • Read Presentation Summaries for Chapter 12 of "Small Business Management" (in class) • "Working Capital Management Explained" Video (4 min.) • "Cash Flow – Causes of Cash Flow Problems" Video (6 min.) • Quiz (10 of 20) on Chapter 12 of Small Business Management (50 points)
11 7/25/2023 T	<u>Chapter 10</u> Understanding a Firm's Financial Statements <u>Chapter 11</u> Forecasting Financial Requirements	<ul style="list-style-type: none"> • LG: Cash is king. Understanding the value of accounting tools and methods to avoid financial failure in a small business enterprise. • LG: Keeping the king happy. Understanding the value, and necessity, of utilizing financial tools and modeling to forecast, plan, and act, rather than react, to keep a small business enterprise solvent. • Read Presentation Summaries for Chapters 10 and 11 of "Small Business Management" (in class) • "Startup Financial Projections – Sales" Video (10 min.) • "Financial Projections for a Business Plan: By Quality Business Plan" Video (11 min.) • Quiz (11 of 20) on Chapters 10 & 11 of Small Business Management (50 points)
12 7/26/2023 W	<u>Chapter 13</u> Planning for the Harvest	<ul style="list-style-type: none"> • LG: The necessity and value of having an exit plan for a small business enterprise. • Read Presentation Summaries for Chapter 13 of "Small Business Management" (in class) • Quiz (12 of 20) on Chapter 13 of Small Business Management (50 points)
13 7/27/2023 R	<u>Chapter 14</u> Building Customer Relationships Summer 2 Drop/Withdrawal Deadline	<ul style="list-style-type: none"> • LG: Appreciation of the value of the customer and customer relationship to a small business and how best to manage and nurture that customer relationship. • Read Presentation Summaries for Chapter 14 of "Small Business Management" (in class) • "Bad Customer Service Montage" Video (2 min.) • Quiz (13 of 20) on Chapter 14 of Small Business Management (50 points)

Session	Chapters Covered	Focus/Assignments/Activities
14 7/28/2023 F	<u>Chapter 15</u> Product Development and Supply Chain Management	<ul style="list-style-type: none"> • LG: Challenges involved in building & growing a product, the product stages, and the need, methods, and strategies to maintain the relevance of a small business' product(s). • Read Presentation Summaries for Chapter 15 of "Small Business Management" (in class) • "What Toilet Paper Can Teach Us About Supply Chains" Video (8 min.) • Quiz (14 of 20) on Chapter 15 of Small Business Management (50 points)
15 7/31/2023 M	<u>Chapter 17</u> Promotional Planning <u>Chapter 18</u> Global Opportunities for Small Business	<ul style="list-style-type: none"> • LG: Awareness of the ways, means, and value of promoting a small business and how best to plan for and manage it. LG: Understanding the global market, opportunities, as well as considerations relative to taking a small business global, and sources of assistance. • Read Presentation Summaries for Chapters 17 and 18 of "Small Business Management" (in class) • "Small businesses go global" Video (3 min.) • "How to Take Your Small Business International" Video (6 min.) • Quiz (15 of 20) on Chapters 17 & 18 of Small Business Management (50 points)
16 8/1/2023 T	<u>Chapter 19</u> Professional Management and the Small Business	<ul style="list-style-type: none"> • LG: Appreciation of the role of professional management skills and execution in the successful management of a small business enterprise. • Read Presentation Summaries for Chapter 19 of "Small Business Management" (in class) • Quiz (16 of 18) on Chapter 19 of Small Business Management (50 points)
17 8/2/2023 W	<u>Chapter 20</u> Managing Human Resources	<ul style="list-style-type: none"> • LG: Realization that, after customers, the people who work in and represent a small business enterprise are the most critical to its success and, as such, the process and methodology to acquire, prepare, and retain them are paramount. • Read Presentation Summaries for Chapter 20 of "Small Business Management" (in class) • "Why do some businesses succeed when others fail? Industry Knowledge" Video (3 min.) • Quiz (17 of 20 on Chapter 20 of Small Business Management (50 points)

Session	Chapters Covered	Focus/Assignments/Activities
18 8/3/2023 R	<u>Chapter 22</u> Managing the Firm's Assets <u>Chapter 23</u> Managing Risk	<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. • LG: Appreciation of the types of risks that can affect a small business enterprise and means, methods, and sources to mitigate and manage them. • Read Presentation Summaries for Chapters 22 and 23 of "Small Business Management" (in class) • "Small Business Insurance: Managing Risk" Video (6 min.) • Quiz (18 of 20) on Chapters 22 and 23 of Small Business Management (50 points)
19 8/4/2023 F	<u>Chapter 21</u> 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 enterprise, and their role in contributing to that business' profitability and ultimate success. • Read Presentation Summaries for Chapter 21 of "Small Business Management" (in class) • Quiz (19 of 20) on Chapter 21 of Small Business Management (50 points)
20 8/7/2023 M	<u>Chapter 21</u> Managing Small Business Operations	<ul style="list-style-type: none"> • LG: Gain an appreciation for the role of leadership and culture in achieving operational success in any business. • "How Southwest Airlines built its culture" Video (6 min.) • "Southwest Airlines Customer Service Agent drives hours to return a pair of shoes" Video (4 min.) • "Best Advice to Small Business Owners" Video (4 min.) • Quiz (20 of 20) on Chapter 21 of Small Business Management (50 points)