

Small Business Management

Syllabus Online Spring Semester 2018

Professor: Larry A. Flick

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Office Hours: E-mail, phone, or WebEx

Course Web Site: <http://my.commnet.edu>

Course Text: "Small Business Management", 18th Edition, by Longenecker, Petty, Palich, & Hoy, Publisher Cengage Learning.

Course Description:

This course is designed to introduce the student to the variety of concepts and tools required to manage and prosper in a small business. Major topics include employee recruitment and retention, motivational plans, leading group discussions, improving leadership qualities, business plan development, SWOT analysis, accounting requirements and competitive analysis.

Course Objectives/Learning Outcomes:

- Appreciate the significance of the role of Small Business in our economy.
- Understand the broad responsibilities of Small Business Management (SBM).
- Learn and apply a proper "Marketing Mix" as a unique tool for SBM success.
- Understand that contemporary target markets now include global considerations.
- Understand the level of effort, commitment and integrity required to succeed at SBM.

Grading:

Assignments:	Percent of Grade
There will be 5 Exams during the semester each worth 10% each for a total of 50% of your grade.	50%
There will be 2 papers due each worth 10% for a total of 20%.	20%
There will be 2 questions per chapter posted on our Discussion Board that you must answer. Your Discussion Board participation will be worth 15% of your grade.	15%
There will be 1 video per Chapter along with a quiz for each. You are assigned to view each video and take the related quiz. The total of all video quizzes will be worth 10% of your grade.	10%
There is one short Chapter Quiz/Assignment for each Chapter that you must complete.	5%

The Grading Scale we will be using is as follows:

Letter Grade	Grade Point	Percentage
A	4.0	94% - 100%
A-	3.7	90% - 93%
B+	3.3	87% - 89%
B	3.0	84% - 86%
B-	2.7	80% - 83%
C+	2.3	77% - 79%

C	2.0	73% - 76%
C-	1.7	70% - 72%
D+	1.3	67% - 69%
D	1.0	63% - 66%
D-	.5	60% - 62%
F	.0	< 59%

Honor code:

During the course all assignments (exam and written reports, etc.) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Essays, exercises and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set forth.

Plagiarism Policy:

Plagiarism is the unacknowledged use of another person's words or ideas in your writing. Conscious plagiarism is an unacceptable academic behavior. *Any instance of conscious plagiarism will result in a "zero" for that assignment. More than one instance will result in an "F" grade for the course.* Plagiarism by omission or "unconscious" plagiarism will be dealt with on a case-by-case basis.

Withdrawal Policy:

Course withdrawals are accepted up until the week before classes end. Specific dates are posted in the academic calendar and withdrawal forms are available online or at the Registrar's office. The withdrawal does not have to be signed by the instructor but it is strongly advised that you speak with your instructor before withdrawing. If necessary, you can withdraw over the phone by calling the Registrar's Office at [860-215-9064](tel:860-215-9064). Emails and faxes are also accepted. If you are receiving financial aid, it is strongly recommended that you contact the Financial Aid Office before withdrawing. Withdrawal may affect your financial aid for current and/or future semester(s). It is the student's responsibility to confirm that the withdrawal has been received. Refer to the academic calendar for the specific date.

Disabilities Statement:

Students with disabilities- If you have a hidden or visible disability that may require special accommodations and if you have not already done so, please be sure to register with one of Disability Counselors in order to find out what services are available for you.

Policy Regarding Sexual Misconduct

If any student experiences sexual misconduct or harassment, and/or racial or ethnic discrimination on Three Rivers Community College Campus, or fears for their safety from a threat while on campus, please contact Edward A. Derr, the Diversity Officer and Title IX Coordinator:

Edward A. Derr
Title IX Coordinator and Diversity Officer
Admissions Welcome Center * Office A116
574 New London Turnpike, Norwich CT 06360
[860.215.9255](tel:860.215.9255) * EDerr@trcc.commnet.edu

Online Learning Portfolio (Digication) Requirement:

All students are required to maintain an online learning portfolio using a TRCC designed template. Though this electronic tool students can see their own growth in college wide learning. The student can keep and continue to use the Digication account after graduation. A Three Rivers General Education Assessment Team will select random works to improve the college experience for all. No names will be attached to the assessment work; it will remain private and anonymous for college improvement purposes only. In class outline student will find recommended assignments which support various college wide learning abilities. The student will have tool which can integrate their learning from the classroom, college, and life and allow for another opportunity of learning at TRCC. Students will be able to make multiple portfolios.

Small Business Management Online

Spring Semester 2018

Weeks:	Week of:	Assignments:	Chapters / Exams / Papers / etc.
1	1/17/18 to 1/21/18	Introduction	Review Syllabus & Class Schedule, Explore Web Site, use Support links to learn about, Bb Messaging, how to use the Discussion Board, how and where to submit assignments, take exams etc. Please submit of your commitment to our Honor Code & short bio. & picture.
2	1/22/18 to 1/28/18	Ch. 1	Ch 1 - The Entrepreneurial Life Ch 1 - eLecture (based on the 16th Edition) Ch 1 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 1 Video Case: Ralph's Shoes (on MindTap - counts toward your grade) Discussion Board Questions for Chapter 1
3	1/29/18 to 2/4/18	Ch. 2 & 3	Ch 2 - Integrity and Ethics and Social Entrepreneurship Ch 2 - eLecture (based on the 16th Edition) Ch 2 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 2 Video Case: Theo Chocolate (on MindTap - counts toward your grade) Ch 3 - Starting a Small Business Ch 3 - eLecture (based on the 16th

			<p>Edition)</p> <p>Ch 3 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 3 Video Case: Honest Tea (on MindTap - counts toward your grade)</p> <p>Discussion Board Questions for Chapters 2 & 3</p>
4	2/5/18 to 2/11/18	Ch. 4 1st Exam	<p>Ch 4 - Franchises and Buyouts</p> <p>Ch 4 - eLecture (based on the 16th Edition)</p> <p>Ch 4 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 4 Video Case: Camp Bow Wow (on MindTap - counts toward your grade)</p> <p>Discussion Board Questions for Chapter 4</p> <p>1st Exam on Chapters 1 through 4 (Window 2/8 to 2/11)</p>
5	2/12/18 to 2/18/18	Ch. 5 & 6	<p>Ch 5 - The Family Business</p> <p>Ch 5 - eLecture (based on the 16th Edition)</p> <p>Ch 5 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 5 Video Case: J&M Apparel (on MindTap - counts toward your grade)</p> <p>Ch 6 - The Business Plan: Visualizing the Dream</p> <p>Ch 6 - eLecture (based on the 16th Edition)</p> <p>Ch 6 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 6 Video Case: Camp Bow Wow</p>

			<p>(on MindTap - counts toward your grade)</p> <p>Discussion Board Questions for Chapters 5 & 6</p>
6	2/19/18 to 2/25/18	Ch. 7 & 8 1st Paper	<p>Ch 7 - The Marketing Plan</p> <p>Ch 7 - eLecture (based on the 16th Edition)</p> <p>Ch 7 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 7 Video Case: Honest Tea (on MindTap - counts toward your grade)</p> <p>1st Paper - "The Profit" - Bentley's Corner Barkerly (Due 2/25/18 midnight)</p> <p>Ch 8 - The Organizational Plan: Teams, Legal Structures, etc.</p> <p>Ch 8 - eLecture (based on the 16th Edition)</p> <p>Ch 8 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 8 Video Case: Wimpy Socks (on MindTap - counts toward your grade)</p> <p>Discussion Board Questions for Chapters 7 & 8</p>
7	2/26/18 to 3/4/18	2nd Exam Ch. 9	<p>2nd Exam on Chapters 5 through 8 (Window 3/1 to 3/4)</p> <p>Ch 9 - The Location Plan</p> <p>Ch 9 - eLecture (based on the 16th Edition)</p> <p>Ch 9 - Assignment - Practice Questions (on MindTap - counts toward your grade)</p> <p>Chapter 9 Video Case: Farm Dolls, Inc. (on MindTap - counts toward your grade)</p>

			Discussion Board Questions for Chapter 9
8	3/5/18 to 3/11/18	Ch. 10 & 11	Ch 10 - Understanding a Firm's Financial Statements Ch 10 - eLecture (based on the 16th Edition) Ch 10 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 10 Video Case: Lovin' That Muffin (on MindTap - counts toward your grade) Ch 11 - Forecasting Financial Requirements Ch 11 - eLecture (based on the 16th Edition) Ch 11 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 11 Video Case: The Cat's Meow (on MindTap - counts toward your grade) Discussion Board Questions for Chapters 10 & 11
9	3/12/18 to 3/18/18	No Classes	Spring Break
10	3/19/18 to	Ch. 12 & 13	Ch 12 - A Firm's Sources of Financing Ch 12 - eLecture (based on the 16th Edition) Ch 12 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 12 Video Case: Ulysses Bikes (on MindTap - counts toward your grade) Ch 13 - Planning for the Harvest

	3/25/18		Ch 13 - eLecture (based on the 16th Edition) Ch 13 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 13 Video Case: QuickPickles (on MindTap - counts toward your grade) Discussion Board Questions for Chapters 12 & 13
11	3/26/18 to 4/1/18	3rd Exam Ch. 14	3rd Exam on Chapters 9 through 13 (Window 3/29 to 4/1) Ch 14 - Building Customer Relationships Ch 14 - eLecture (based on the 16th Edition) Ch 14 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 14 Video Case: MBSC (on MindTap - counts toward your grade) Discussion Board Questions for Chapter 14
12	4/2/18 to 4/8/18	Ch. 15 & 16 2nd Paper	Ch 15 - Product Development and Supply Chain Management Ch 15 - eLecture (based on the 16th Edition) Ch 15 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 15 Video Case: Theo Chocolate (on MindTap - counts toward your grade) Ch 16 - Pricing and Credit Decisions Ch 16 - eLecture (based on the 16th Edition) Ch 16 - Assignment - Practice Questions (on MindTap - counts toward your grade)

			Chapter 16 Video Case: FlairWear (on MindTap - counts toward your grade) Discussion Board Questions for Chapters 15 & 16 2nd Paper - "The Profit" - Grafton Furniture (Due 4/8/18 midnight)
13	4/9/18 to 4/15/18	Ch. 17 & 18	Ch 17 - Promotional Planning Ch 17 - eLecture (based on the 16th Edition) Ch 17 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 17 Video Case: All Day Gym (on MindTap - counts toward your grade) Ch 18 - Global Opportunities for Small Business Ch 18 - eLecture (based on the 16th Edition) Ch 18 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 18 Video Case: Black Diamond (on MindTap - counts toward your grade) Discussion Board Questions for Chapters 17 & 18
14	4/16/18 to 4/22/18	4th Exam Ch. 19	4th Exam on Chapters 14 through 18 (Window 4/19 to 4/22) Ch 19 - Professional Management and the Small Business Ch 19 - eLecture (based on the 16th Edition) Ch 19 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 19 Video Case: Camp Bow Wow (on MindTap - counts toward your grade) Discussion Board Questions for Chapter

			19
15	4/23/18 to 4/29/18	Ch. 20 & 21	Ch 20 - Managing Human Resources Ch 20 - eLecture (based on the 16th Edition) Ch 20 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 20 Video Case: MBSC (on MindTap - counts toward your grade) Ch 21 - Managing Small Business Operations Ch 21 - eLecture (based on the 16th Edition) Ch 21 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 21 Video Case: Barcelona Restaurant Group (on MindTap - counts toward your grade) Discussion Board Questions for Chapters 20 & 21
16	4/30/18 to 5/6/18	Ch. 22 & 23	Ch 22 - Managing the Firm's Assets Ch 22 - eLecture (based on the 16th Edition) Ch 22 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 22 Video Case: Vlad's (on MindTap - counts toward your grade) Ch 23 - Managing Risk in the Small Business Ch 23 - eLecture (based on the 16th Edition) Ch 23 - Assignment - Practice Questions (on MindTap - counts toward your grade) Chapter 23 Video Case: MixBig Industries (on MindTap - counts toward your grade) Discussion Board Questions for

			Chapters 22 & 23
17	5/7/18 to 5/11/18	5th Exam	<u>5th Exam</u> on Chapters 19 through 23 (Window 5/7 to 5/11)