



SYLLABUS: MGMT 3323: Small Business Management

Syllabus: Fall 2020

Professor: Dr. Burt Smith, CME, CQM, PCM

Time: Tuesday & Thursday: 9:30a – 10:45a

Home/office Phone: 405-748-5835

E – Mail: burt.smith@oc.edu (this is the best way to contact me)

Office Hours: By Appointment (I will do my very best to meet at your convenience)

OC Mission Statement

Oklahoma Christian University is a higher learning community that transforms lives for Christian faith, scholarship, and service.

College of Business Mission

Within a framework of excellence in contemporary business education, the College of Business Administration will build a community of lifelong relationships upon a foundation of enduring Christian values.

SCRIPTURAL FOUNDATION FOR INSTRUCTIONAL PHILOSOPHY

Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward. (Col. 3:23-24)

*For I know the **plans** I have for you," declares the LORD , "**plans to prosper** you and not to harm you, **plans to give you hope and a future.** (Jeremiah 29:11)*

Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen. (Ephesians 4:29)

Plans fail for lack of counsel, but with many advisors, they succeed... (Proverbs 15:22)

CHRISTIAN WORLDVIEW & TEACHING PHILOSOPHY

Entrepreneurship, and the entire free market system, is based on creating value-for-value relationships with customers. This presents extraordinary opportunities for those who use the power to create and deliver such value to serve a scriptural purpose. As Philippians 4:2 says "... Value others above yourselves, looking not only to your own interests but to the interests of others." Executed in a disciplined, ethical manner, every business undertaking should be viewed as the creation and delivery of value for those it serves. As Harold Lindell, author of *Free Enterprise: A Judeo-Christian Defense*, said, "The common people today live better than the monarchs lived a thousand years ago." Free enterprise has helped make this possible. With the goal offering value that enhancing the

lives of others, one can see how an entrepreneurial focus and mindset can be practiced in a way that pleases, and glorifies, God.

Enterprise deals with revenue generation (money), and money can lead to greed (1 Timothy 6:10, Ecclesiastes 5:10) Such temptations present themselves in the marketplace, especially when the entrepreneur has final decision-making power as the owner of the business. This makes ethical, scripturally-based decision-making evermore crucial, and certainly challenging. We are reminded in Thessalonians 3:13, “Never tire of doing what is right”, and in the course we will see that such an approach is not only morally the right path to choose, but is ultimately “good business” as well.

The ability to create and own a business is a privilege, not a right. A business is a powerful entity that must be operated with the constant awareness that there are stakeholders in the actions taken by the entrepreneur. The entrepreneur should constantly remind himself or herself that the opportunity to own a business is a blessing and an ongoing medium through which to be a blessing to others.

REQUIRED TEXT

Small Business Management: An Entrepreneurial Approach. Longenecker, Moore, Petty, Palich. Thomson Press. ISBN: 978-1111532871. The campus bookstore should have plenty of used copies. I have deliberately kept this older edition as long as possible in order to keep your textbook costs down.

COURSE DESCRIPTION

This course focuses on the fundamentals of the study of small business as it relates both to your undergraduate studies and your careers. Its main purpose is to provide students with the core concepts necessary to understand the workings of small business and the mindset of the entrepreneur.

COURSES OBJECTIVES

Stated below are the course objectives along with the corresponding College of Business initiative (italicized and in parentheses) for each.

On completion of this course the students will be able to:

- Discover numerous ways to build a successful business around the life the student wants rather than building one’s life around the business, thus equipping them with tools to lead a purpose-centered life. (*Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview*)
- Understand the role of small business in the marketplace and how to create entrepreneurial opportunities in their careers. (*Students will develop professional and persuasive communication skills*)
- Learn ways to turn any employment situation into training for how to successfully start, and succeed, in one’s own business. (*Students will gain competency in the foundational areas of business*)
- Have studied successful businesses and gain insight into what made them successful so they may use this understanding in their own strategic decision-making and career planning. (*Students will possess critical thinking, analytical and problem-solving skills*)

- Understand strategic planning as it relates to small business and be able to more rapidly make decisions regarding strategy. *(Students will gain competency in the foundational areas of business)*
- Gain insight into working with/for small business. This will equip students with career options they can use to build their ideal career path. *(Students will develop professional and persuasive communication skills)*
- Be able to develop audience-centered, actionable business plans so students will be prepared to profit from doing so in the marketplace. *(Students will develop professional and persuasive communication skills)*
- Learn to think like an “owner” so students will be more valuable to an employer situation a typical “employee”. *(Students will possess critical thinking, analytical and problem-solving skills)*
- See the value in becoming a lifelong learner so they maximize their God-given potential regardless of career path. *(Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview)*
- Examine the entire body of knowledge of entrepreneurship to equip students with tools to glorify God through the application of their talents! *(Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview)*

COURSE STRUCTURE

This course will utilize a combination of mostly lecture but a few class discussion and group activities. Students will be expected to not only have read the assigned materials but to consider how these concepts apply or will apply to their careers.

COMPANION WEB SITE or SUPPLEMENTAL MATERIALS

From time to time the professor may post links on Blackboard to such resources as the Small Business Administration website, Inc. Magazine, etc.

TECHNOLOGY REQUIREMENTS

In order to complete the course assignments, students will need to have reliable, high-speed Internet access. All course information is posted on Blackboard and students are required to familiarize themselves with course requirements and communication posted on Blackboard. Lack of adequate technology does not constitute a valid reason for missing assignments or warrant any special consideration.

Should individual communication be necessary, the preferred method of communication is e-mail. Students are expected to regularly check their OC e-mail accounts (at least daily) to ensure no messages are missed.

COURSE REQUIREMENTS

ATTENDANCE Attendance and punctuality are mandatory. The instructor will take attendance and three (3) absences will result in the loss of a letter grade for the course.

PARTICIPATION This course requires some class participation along with a high degree of commitment and preparation from students. Students will find the course most

useful when studying actively, particularly by asking themselves “How can this apply to my career goals?” for each topical area.

Cell phones, pagers, etc. must be turned off and put away during class. Laptops are encouraged and will be used from time to time but are not necessary. Using the laptop for any purpose other than those deemed appropriate by the instructor will result in the loss of points or dismissal from the class, so use yours responsibly. Due to copyright issues, no recording devices in the classroom please.

EXAMS There will be two examinations during the semester as scheduled. Exams will consist of application essay questions. Each exam is worth 100 points.

BOOK REVIEWS: To provide students with a greater breadth of business knowledge, the course will require a book review be completed and presented to the class. A selection of books from which students may make their choice will be shared in class. However, should the student(s) have alternative titles they wish to present, pending instructor approval they may be used. Should students fail to choose a book before the due date, the instructor will assign a book. Book reviews may be done individually or in teams of two. Teams and presentation dates may be chosen by the student. However, if dates are not chosen by the assigned deadline, the instructor will assign the presentation date.

GRADING The following weights will be given to:

Mid-term exam	100 points
Book review (Presentation)	50 points
Book review (Report)	50 points
(Report grades may include peer reviews)	
Comprehensive Final/Project	100 points
Miscellaneous assignments	100 points
Quizzes and such (to be discussed later)	50 points

Total Points **450 points**

Course grades will be determined as follows:

90 – 100% = A, 80 – 89% = B, 70 – 79% = C, 60 – 69% = D below 60% = F

Grades will not be curved. The instructor reserves the right to amend these course requirements and the attached schedule at any time during the course of the semester, which is likely because the instructor has extended invitations to several guest lecturers from the business community. Should the instructor deem necessary, point allocations may also be modified and/or additional assignments may be added. Students should also plan on allocating time for independent study outside the classroom on some topics that will be discussed at the appropriate times.

ACADEMIC INTEGRITY Though highly unlikely among a group of ethical professionals like this, violations of academic integrity may occur. Cheating and dishonesty will not be tolerated and will be handled in accordance with the maximum penalties allowed by university policy. Cheating includes plagiarism (using the ideas or words of another without giving proper credit) or turning in another’s work as one’s own. So be careful! Please make sure you are familiar with the university’s policies on academic integrity.

INSTRUCTOR

Please see Dr. Smith's self-serving propaganda on Blackboard or visit www.drBURT.com and see how he can help YOU!

A tentative schedule of course assignments is presented on the following page. Please place special emphasis on the word "tentative" because the course flow is always deliberately left a bit fluid in order to take accommodate the schedules of guest speakers or to cover special topics or take advantage of other learning opportunities. The current pandemic situation adds an additional layer of complexity to the schedule so your understanding of that is appreciated.

OC COVID-19 INFORMATION and POLICIES

My goal for this class aligns with OC's which is for classes to be delivered in-person all semester. That has always proven to be the optimal teaching approach for this material and also the one that offers you the most value.

Numerous safeguards have been put in place by the university to ensure our safety while in the classroom. As such, students are expected to attend each session as required, just as employees in the workplace are expected to continue coming to work with added safeguards in place. Students are responsible for respecting and following all safety precautions and guidelines.

Should circumstances force us to go online at some point, I have several contingencies in place that will enable that to happen smoothly. I can say that with confidence because that was our experience when we were forced to transition to online delivery last term. We will discuss those approaches in detail if and when the time comes.

If you have tested positive for COVID-19 or know that you have been exposed to COVID-19, please do not come to class until you have been cleared by a medical professional, such as the COVID-19 Clinical Officer. If you have to miss class, you need to notify me of your expected absence as soon as possible. You will be required to provide me with communication from a medical professional saying that you have tested positive or have been exposed. I will also need a copy of communication from a medical professional, or from a member of the OC housing staff if the student is actually in quarantine, saying that you are no longer contagious or have negative test results before you can return to class and before your absence will be excused.

If you are quarantined, that will be considered an excused absence and will not count against your attendance grade as long as the appropriate documentation has been provided to me. I will do my very best to work with you so that you do not fall behind in your coursework.

Please consult the COVID-19 Roadmap to Readiness Manual for Students and Parents for information and guidelines. <https://www.oc.edu/blogs/covid-19/ocs-roadmap-to-readiness>

TENTATIVE COURSE SCHEDULE

Week 1:	August 13	Course Overview
Week 2:	August 18 August 20	Chapter 1 “Welcome to the game!” Chapter 1/2
Week 3:	August 25 August 27	Chapter 2/3 Chapter 3 (Possible guest speaker) (BOOK SELECTIONS DUE)
Week 4:	September 1 September 3	Chapter 3/4 (Tim Berney Tentative) Chapter 4
Week 5:	September 8 September 10	Chapter 5/6 (Lauren Warkentine Tentative) EXAM 1, Power of Systemization
Week 6:	September 15 September 17	Possible Guest Speaker Chapter 6/7/8
Week 7:	September 22 September 24	Chapter 8 Chapter 8, Possible Guest Speaker
Week 8:	September 29 October 1	Chapter 9 PRESENTATIONS
Week 9:	October 6 October 8	PRESENTATIONS PRESENTATIONS
Week 10:	October 13 October 15	PRESENTATIONS PRESENTATIONS (all written reports due)
Week 11:	October 20 October 22	PRESENTATIONS PRESENTATIONS
Week 12:	October 27 October 29	PRESENTATIONS PRESENTATIONS
Week 13:	November 3 November 5	Chapter 9/10 Chapter 10
Week 14:	November 10 November 12	Chapter 10/11 Chapter 10/11, final review
Week 15:	November 19	FINAL EXAM

Please bear in mind that a guest lecturer or other learning opportunity may preempt the schedule if the instructor deems appropriate based on the objectives set forth in the syllabus. Some sessions will also involve in-class exercises or video presentations that may also cause the schedule to be modified.

An updated Schedule of Assignments may be posted on Blackboard as changes occur, so you are encouraged to frequently check there.

Americans with Disabilities Act

If you have a diagnosed disability and need special accommodations, please notify Ms. Katy Roybal (425-1876) before or immediately after your first scheduled class meeting. After your disability has been verified, your instructor will work with you, with Ms. Roybal, and with the Office of the Vice President of Academic Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this course.

Sexual Misconduct Policy (Title IX)

Oklahoma Christian University is a Christian community unequivocally committed to ensuring a working and learning environment in which the dignity of every individual is respected and providing a campus environment that is free of unlawful discrimination, which includes sexual harassment, sexual assault, or sexual misconduct. OC's Sexual Misconduct Policy (see the OC Student Handbook) is compliant with Title IX, which states, "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Sexual harassment is a breach of community, which expresses disrespect, exploits and undermines relationships based on trusts, and interferes with learning and productive work.

Students are encouraged to immediately seek available assistance and report incidents of sexual misconduct as defined by the Sexual Misconduct Policy to either the Title IX Coordinator or one of the Title IX Deputy Coordinators listed below:

Title IX Coordinator	Ms. Tamie Willis	405.425.532	tamie.willis@oc.edu
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Students have access to confidential services through OC's Counseling Center and the Spiritual Life office.

OC Counseling Center	405.425.5250
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Spiritual Life

Jeff McMillon, Dean of Spiritual Life	405.425.5919
Summer Lashley, Ethos Director	405.425.5908

Emergency statement

In case of an emergency, faculty, staff, and students who have signed up for OC Campus Messenger (oc.edu/notify) will be notified by text, email, or Twitter. If the emergency occurs during class, the instructor will inform the students present of the appropriate procedures.

Inclement Weather Policy

The decision on whether class will be cancelled due to inclement weather will be made by the college and you will be notified of such cancellation via "Campus

Announcements” (e-mail). In order to maintain our course schedule, an alternate virtual assignment will be posted on the Blackboard site for this course, or a virtual meeting (online discussion, etc.) may be utilized. Students are responsible for checking Blackboard for such instructions should such events occur.

Oklahoma Christian University Policy on Academic Honesty

Cheating

Cheating on an examination, assignment, roll sheet or other course related work or activities undermines the ethics of the academy and the specific Christian purposes of Oklahoma Christian University. Accordingly, students who cheat on examinations, assignments or other course related work or activities will face serious consequences, as outlined in this policy.

Plagiarism

One particular form of cheating is plagiarism. Plagiarism is the transmission of another’s ideas, words, or materials as one’s own and/or the failure to credit accurately the ideas, words, or materials of another. Plagiarism also includes passing off another’s work (a friend, a parent, a website) as one’s own. Plagiarism undermines the ethics of the academy and the specific Christian purposes of Oklahoma Christian University. Accordingly, students who engage in plagiarism in assignments submitted will face serious consequences, as outlined in this policy.

Penalties for Academic Dishonesty

1. On the first offense, the student will receive zero (0) credit for the examination or assignment. For forms of cheating or dishonesty other than on examinations or assignments, the Professor shall have the discretion to impose an appropriate penalty. Professors must send documentation of the first offense to the appropriate chair, the dean of the appropriate college, the Chief Academic Officer, and the Dean of Students.
2. On the second offense in the same course, the student will receive an F in the course. Professors must send documentation of the second offense to the appropriate chair, the dean of the appropriate college, the Chief Academic Officer, and the Dean of Students.
3. At either the first offense or second offense, the student may appeal using the process described in both the *OC Student Handbook* and the *OC Academic Policy Manual* covering Grade Appeals.
4. If the student commits offenses in two or more courses, the Academic Appeals Committee, described in the *OC Student Handbook* and in the *OC Academic Policy Manual*, may assign penalties for academic dishonesty in addition to the penalties assigned by the professors in the courses. The Academic Appeals Committee may impose penalties up to and including suspension from the University in instances where a student has engaged in cheating or plagiarism in two or more courses. The Academic Appeals Committee will inform the Chief Academic Officer and the Dean of Students in writing of any penalties imposed by it and will report annually on its activities to the University’s Academic Affairs Committee.
5. Professors should maintain the highest standards of academic honesty both in and out of the classroom. Professors must report and apply the rules

regarding cheating/plagiarism to the appropriate channels. The student should be referred to the Oklahoma Christian University Covenant for principles which should guide conduct in these matters.

Copyright notice

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