

SYL-2021-Spring-MGT -336-Williams-Carol

Course Title: MGT Entrepreneurship and Small Business

Course Instructor: Carol J. Williams

Academic Rank: Associate Professor

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Spring 2021, Online, Syllabus

Office hours: Tuesday and Thursday 11-12, 12-1, and 1-2

Others by appointment

Course Description:

This course includes a comprehensive coverage of the duties, responsibilities, and problems of small business owners and managers. Topics include finding the right business, franchising, developing business plan, location, financing, accounting, marketing, and taxation

Course Objectives:

1. Explain the importance of small business and entrepreneurship in our society
2. Distinguish between the terms small business and entrepreneurial society.
3. Explain the basic characteristics of entrepreneurs and describe different kinds of entrepreneurship.
4. Explain the purpose and objectives of business plans.
5. Give the rationale for writing (or not writing) a business plan when starting a new venture.
6. Explain the concept and process for developing a firm's business model.
7. Describe the preferred content and format for a business plan.

Course Units

Unit 1

Entrepreneurship: A World of Opportunity

Unit 2

Starting from Scratch or Jointing and existing Business

Unit 3

Developing the New Venture Business Plan

Unit 4

Focusing on the Customers: Marketing Growth Strategies

Unit 5

Managing Growth in the Small Business

Course Evaluation Methods:

Quizzes:

Quizzes will be a combination of objective and short-answer/essay type questions. Make-up quizzes are strongly discouraged. Please see me in advance to discuss circumstances.

Final Exam:

The final exam will cover the essential concepts and terminology of international business presented during the course. The exam will consist of a combination of objective and short-answer/essay type questions.

Class Participation:

Chapters and cases are to be prepared for class discussion. Class participation will be measured on the quality (not quantity) of participation based on the quality of analysis, usefulness of recommendations and ability to communicate ideas to the class.

Grading Percentages:

Grades will be assigned on the basis of the following percentages:

Attendance, attitude, class activities, and participation	20
Assignment (homework, cases, exercises) and quizzes	30
Team Project	10
Mid-term Examination	20
Final Examination	20
Total	100

Course Textbook:

Textbook: Small Business Management

Author: Longenecker, Petty, Palich, Hoy

Edition: 18th

Publisher: Southwestern Cengage Learning

ISBN – 978-1-305-40574-5

Course Reading List:

1. The seven Habits of Highly Effective People, author: Stephen R. Covey
2. Rich Dad Poor Dad, author: Robert T. Kiyosaki
3. Speak and Get Results, author: Sandy Linver
4. Crush it! Author: Gary Vaynerchuk
5. Virtual Freedom, author: Chris Ducker
6. Raving Fans, author: Ken Blanchard & Sheldon Bowels

7. Built to Last, author: Jim Collin & Jerry Porras
8. Who Moved My Cheese: author Spencer Johnson
9. The 4-Hour Workweek, author: Timothy Ferriss

COURSE POLICIES

All students are expected to be honorable in the on-line class. Any form of misconduct will NOT be tolerated. Acceptable standards of professional behavior include taking exams on time, and doing your own work. ***Students are responsible for knowing standards and policies as outlined in the Stillman College Student Handbook.***

Disability Accommodations. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with me during the first week of classes to discuss your needs. To be accommodated for disabilities, students must have written approval from ***Jacqueline Currie, Director of Student Development in the Hay Center on Ground Level 205-366-8894.***

E-Mail. It is your responsibility to regularly check your Stillman E-mail address for any class announcements. All email communications from me will go to your @stillman.edu address, which is the official means of communication between students and the College. When emailing, always put ***“MGT 336 Entrepreneurship and Small Business” in the subject line of the e-mail messages*** so that I will know the email is not spam or a virus. Please use proper spelling, punctuation, and grammar.

Academic Integrity. Cheating and plagiarism are taken very seriously in this course. All assignments must be solely the original work of the student. Violations include cheating on examinations and quoting or paraphrasing or borrowing someone else’s ideas without citing the author. If you are unsure whether you are committing plagiarism or any other violation, do not hesitate to ask for guidance (before you submit your work). Students must properly cite any “borrowed” material. Stillman College employs **plagiarism-detection software**, through which all written student assignments are processed for comparison with published material in books, journals, magazines, on the Internet, and other student materials turned in to the college. Any instances of academic dishonesty will likely result in a grade of “F” for the course and notification will be sent to the Vice President of Student Affairs Office, which could lead to expulsion from the college. Please refer to the Stillman College Student Handbook for further information.

Attendance: Each student is expected to log onto Canvas each day, Monday through Friday

Class attendance policy

See the Stillman attendance policy

Participation in class is required. Irregular attendance not only hurts a student's course work, but it weakens the class as a whole and is not permitted. Since this course has frequent **quizzes/assignments/tests**, missing one will also affect your grade in the course. ***A person not actively participating in the course for whatever reason will not receive credit for it.*** Attendance is recorded every day, and students with excessive absences will be officially dropped from the course in accordance with College rules.

No cell phones are allowed in the classroom. Ten (10) points will be deducted from your final grade without discussion.

FAFSA Information: Students will be required to complete the online FAFSA form, which is available at <http://www.fafsa.ed.gov/>. The instructor will provide students with a verification form that must be signed by a Financial Aid Officer and returned to the instructor by April 15, 2021