

UNIVERSITY OF THE INCARNATE WORD
School of Professional Studies
MGT 4345 Small Business Management
Course Outline

See Instructor Section of Blackboard Course for More Information

Overview of the Course

The student develops an awareness of the issues, problems, and operation of small businesses. Requirements essential to the course: The student is required to participate in class discussions, to interface effectively with other students in the class, give presentations on assigned topics, and to write papers analyzing specific business problems including venture planning and developing strategic business Research tools essential to the course: The student will be required to do appropriate research in preparation of presentations and written case studies and cite references accordingly.

Study Topics:

- various forms of business ownership
- planning, organizing, and starting a small business.
- avenues small businesses can take in obtaining financing, and the importance of calculating whether a new business will be properly capitalized
- Planning and implementation of marketing strategies for a new or mature small business.
- Ethics in business and managing relations with government and regulatory agencies.
- centers of operation, setting supplier relationships, and managing inventory.
- manage human resources in a small company,
- employee responsibilities.
- investing in the right technology
- managing areas of risk and liability.

Description of the course:

Comprehensive study of management activities associated with entrepreneurial ventures and small businesses. Topics include analysis of opportunities, development of venture strategy, and small business problem solving. Student teams may act as consultants to small businesses. The course affords the student the opportunity to build on core skills developed in the business curriculum including communication, analytical decision making, and research skills. Prerequisite: MGT 4340, MSC 3371, Senior Standing. This course may not be repeated for credit.

This course is part of: Bachelor of Science in Business Administration with a Management concentration. This course may be offered in a face-to-face, blended and online format.

Outcomes	Assessments will be a combination of the following
1. Describe the factors that affect small businesses, and the considerations small business owners need to make in starting a new business.	1. Instructor designed quizzes and examinations

<p>2. Define the logistical challenges small business face in day to day operations, and the methods that can be used to control business process, manage finances, and mitigate risk.</p> <p>3. Apply concepts learned within different small business case scenarios and market segments, and in response to the unique variables they present.</p>	<p>2. Classroom or at home assignments and/or projects.</p> <p>3. Business Plan</p>
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Course Outline

Week	Chapter Readings and Discussions	In Class and Homework Assignments
Week #1	<p>Chapter 1: Foundations for Small Business</p> <p>Chapter 2: Your Business Idea: The Quest for Value</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p>
Week #2	<p>Chapter 3: Family Businesses</p> <p>Chapter 4: E-Business and E-Commerce</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p> <p>Submit topic for research paper/project</p>
Week #3	<p>Chapter 5: The Business Plan</p> <p>Chapter 6: Marketing Basics</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p>
Week #4	<p>Chapter 7: Marketing Strategy</p> <p>Chapter 8: The Marketing Plan</p>	<p>Homework/Class Activities (3)</p>

		<p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p> <p>Submit outline of research paper/project</p> <p>Midterm Examination (covers first half of the course)</p>
Week #5	<p>Chapter 9: Accounting and Cash Flow</p> <p>Chapter 10: Financial Management</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p>
Week #6	<p>Chapter 11: Supply Chain Management: You Better Get it Right</p> <p>Chapter 12: People and Organizations</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p>
Week #7	<p>Chapter 13: Search for Efficiency and Effectiveness</p> <p>Chapter 14: Icebergs and Escapes</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p> <p>Paper/Project Development (1)</p>
Week #8	<p>Chapter 15: Going Global: Yes or No?</p>	<p>Homework/Class Activities (3)</p> <p>Course Materials Review and Discussion (2)</p>

		Paper/Project Development (1) Submit completed research paper/project Final Examination (covers second half of the course)
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Total 48 hours

Note: Each week you will notice a number in parenthesis. This is the Alternative Learning Equivalencies for this course. It is an expectation for the minimum amount of time (hours) you will spend on each topic during the week. Its primary purpose is for accreditation.

Grading Activities Criteria and Guidelines

Grading Standards:

Discussion/Participation	20%
Homework/Assignment	15%
Research Paper/Project	15%
Midterm Examination	25%
Final Examination	25%
Total	100%

Grading Scale:

A	93 - 100	B-	80 - 82	D+	67 – 69
A-	90 - 92	C+	77 - 79	D	63 – 66
B+	87 - 89	C	70 - 76	D-	60 – 62
B	83 - 86	There is no C- grade at UIW		F	< 60

A and A- indicates a superior grasp of the subject matter of the course, initiative and originality in attacking problems, and ability to relate knowledge to new situations.

B+, B, and B- indicates better than average grasp of the subject matter of the course and ability to apply principles with intelligence.

C+ and C indicates an acceptable grasp of the essentials of the course.

D+, D, and D- indicates less than average performance in the course.

F indicates failure to master the minimum essentials of the course. The course must be repeated.

Discussion:

Students are encouraged to use outside materials and examples in class discussions, whether online (in online version of the class) or on-ground. Constructive class contribution includes being present,

engaged, and professional. We will try to spend time each class discussing content in addition to lectures. Students will be expected to participate in discussion by asking questions, sharing examples, presenting arguments, and sharing real-world applications.

Participation, Punctuality and Attendance: Requirements and Expectations for In-person Classes

- Attendance: Abide by the UIW Attendance Policy as stated in the Catalog: <https://uiw.smartcatalogiq.com/2020-2021/Catalog/VII-Institutional-Academic-Policies/Attendance-and-Religious-Observance-Policies>
- Eating and Smoking: NOT ALLOWED in class
- Talking and Messaging using mobile devices: NOT ALLOWED in class
- Copies of homework, tests, exams, and e-mail communication: Save for your records
- Assignments and homework with due dates: Expected to be turned-in on time

Homework Rubric:

Use APA style writing as the standard format. Homework will be graded using the rubric below:

Homework Rubric				
Criteria	90 - 100% Excellent	80 – 89% Good	70 – 79% Fair	Below 70% Poor
Completeness	Complete in all respects; reflects all requirements	Complete in most respects; reflects most requirements	Incomplete in many respects; reflects few requirements	Incomplete in most respects; does not reflect requirements
Analysis, evaluation, and recommendations	Presents detailed, realistic, and appropriate recommendations clearly supported by the information presented and concepts from the reading	Presents specific, realistic, and appropriate recommendations supported by the information presented and concepts from the reading	Presents realistic or appropriate recommendations supported by the information presented and concepts from the reading	Presents an incomplete analysis of the issues identified
Research	Supplements case study with relevant and extensive research into the present situation of the company; clearly and thoroughly documents all sources of information	Supplements case study with relevant research into the present situation of the company; documents all sources of information	Supplements case study with limited research into the present situation of the company; provides limited documentation of sources consulted	Supplements case study, if at all, with incomplete research and documentation

Writing mechanics	Writing demonstrates a sophisticated clarity,	Writing is accomplished in	Writing lacks clarity or conciseness and	Writing is unfocused,
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	conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized	terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized	contains numerous errors; gives insufficient detail and relevant data and information; lacks organization	rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized
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Discussion Rubric:

	<70%	70%-79%	80%-89%	90%-100%
Business Acumen	Does not demonstrate competence in course concepts, either by lack of connection to concepts in contributions, or by misrepresenting concepts when used.	Demonstrates limited competence in course concepts. There is significant room for improvement in terms of the scope and the depth of content coverage.	Demonstrates competence and accuracy in using course concepts OR makes frequent effort to use course concepts, but with room for improvement in terms of consistency, and level of detail.	Frequently uses a wide range of concepts from the class materials, demonstrating competence and accuracy in the use of concepts.
Critical Thinking	Does not demonstrate critical thinking. Does not work with peers to devise ways to cover course content. Student does not critically examine arguments, alternatives, and analysis.	Rarely demonstrates critical thinking, appearing to be willing to accept all written and spoken statements as fact rather than exploring or challenging ideas. Rarely works with peers to outline approaches to covering course content. Room for improvement in terms of critically examining course content.	Occasionally engages in activities designed to cause depth of thinking, including occasional questions, or efforts to address the unknown or challenge assumptions. Occasionally works with peers to structure learning processes. Occasionally critically examines arguments, alternatives, and analyses.	Frequently asks and makes an effort to explore relevant, thought-provoking questions to advance the conversation and encourage deeper exploration of concepts. Facilitates content coverage. Critically examines arguments, alternatives, and analyses.

Personal Effectiveness	Student does not demonstrate personal effectiveness. Lack of engagement results in little or no impact on learning, OR contribution effort has a negative impact on self and others.	Infrequent contribution effort leading to limited influence on the group. Infrequently engages peers using a wide variety of participatory behaviors. Contribution effort occasionally has a negative impact.	Occasional contribution effort, however, positive impact and influence on class discussions when contributions are made. There is room for improvement in terms of engaging peers using a variety of contribution guidelines.	Consistently uses a wide range of contribution approaches, leading to clearly positive influence and impact on the class discussions and the learning of self and others.
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1) **Attendance**

Abide by the UIW Attendance Policy as stated in the [Catalog](#)

<https://uiw.smartcatalogiq.com/2020-2021/Catalog/VII-Institutional-Academic-Policies/Attendance-and-Religious-Observance-Policies>

<https://my.uiw.edu/registrar/catalogs.html>

2) **Course Drop Procedure**

The decision to drop a course can greatly impact a student’s success in meeting their educational goals.

Reaching out to an academic advisor will assist students in making the best decision for their enrollment.

Students must communicate with their advisor to begin the drop process. Advisors are available to meet with you at an [SPS Learning Center](#) , by phone or through email. If you are unsure of your assigned advisor, please login to your Degree Works audit tool in Cardinal Apps and click on the ‘Advisor Name’ listed within the ‘Student View’ section. Or contact an advisor through our general student email at eapadvising@uiwtx.edu or by calling 210-702-2402 to be directed to your advisor.

<http://sps.uiw.edu/registration/course-drop/>

<https://sps.uiw.edu/locations/>

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