

Professors

| Name | Phone number | Office | Email |
|---|--|--------------------------------------|----------------------------------|
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Learning Outcomes

Upon completion of this course students will be able to:

- explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- identify problems and opportunities in the context of small business management and operations.
- construct rational business decisions by effectively examining options and minimizing risks.
- integrate the use of information tools for monitoring and reporting in a small business setting.
- evaluate the sales, operational and managerial requirements of a small business.
- explain the problems facing family-owned and operated businesses as well as the challenges faced by growing and expansion-oriented firms.

Course Objectives

This course will cover the following content including:

Aspects of different 17(f)-4(f)-14(e)13(r)-3(en)3(t)6()-4(1d72.024 406.1xte64 415.51 Tm0 g

Evaluation Procedure

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| Small Business Review Assignment - Individual | 10% |
| Discussions / Participation - Individual | 15% |
| Mid-term Exam - Individual | 20% |
| Final Exam - Individual | 30% |
| Case Analysis - Group | 25% |
| Total | 100% |

Notes

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| <p>Mid-Term & Final Exams The midterm and final exam will include case analysis and concepts discussed in class. The final exam is cumulative. Students must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.</p> |
| <p>Business Review Assignment – 10% Students will select a business related book to read or a business topic that they feel is <i>highly relevant to small business</i>. They will research the topic and prepare an oral presentation with the findings of the investigation in terms of how the book or topic is relevant to the success of small business. Students will develop a presentation to brief the class on their chosen book or topic.</p> |
| <p>Case Analysis – 25% Working in small groups students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented.</p> |
| <p>Class Discussions/Participation – 15% Students are expected to come prepared to class having completed the assigned readings and engage in the case analysis discussion and presentations.</p> |

Optional Texts/Resources

Small Business Management: Launching and Growing New Ventures, 6th Edition © 2013/2016

Course Schedule

| Date | Class Topics and Assignments | Readings |
|------------------|---|----------|
| 2018 Week of: | Tuesday, September 4 - Orientation Wednesday, September 5 - Classes Start Monday, October 8 – Thanksgiving Day (no classes) Monday, November 12 – Remembrance Day (no classes) Thursday, December 6 - Last Day of Regular Classes | |

