

Upper Iowa University Independent Study

BA 370-09 Entrepreneurship & Small Business Management

COURSE DESCRIPTION:

A presentation of the organization and operation of small enterprises in services, retailing, wholesaling and manufacturing for those aspiring to own, operate, and/or manage a small business or to work for an organization serving small businesses. Topics covered include importance, status, problems and requirements of small businesses. Prerequisite: BA 210. Three semester credits.

Small business management is an evolving area of study receiving greater recognition and attention for its role as a significant force in our economy. Few, if any, parts of today's economy could function without the continuous flow of products and services provided by small businesses. Individuals in increasing numbers are beginning and developing their careers in a wide variety of small business establishments.

As you can see from the list of learning objectives, virtually every aspect of the operation of a small business will be covered in this course. There are some simple mathematical calculations required, but the course contains very little in the way of quantitative analysis. Rather, the objective is to explore the various topics in a very broad way, while liberally illustrating them with specific examples. It is a survey level course which you should find more interesting than challenging. However, it should also prove very valuable if you are engaged in a business of your own or planning to give it a try. This course will also be useful to those general business students who want to understand the important part small businesses play in our economy.

REQUIRED MATERIALS:

1. *Small Business Management: Launching & Growing Entrepreneurial Ventures*. 14th ed. Justin G. Longenecker, Carlos W. Moore, J. William Petty, and Leslie E. Palich. Thompson: South-Western College Publishing, 2008.
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: www.uiu.edu. Click on the link for current students then select "order textbooks" from the options in the left hand column. Follow the links and when you get to the "Select Campus" screen, select "Independent Study" as your campus.

WRITING PROFICIENCY:

All papers and research are to be completed via APA style. I expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is also recommended that all students purchase the *Publication Manual of the American Psychological Association* (APA Manual) listed on the UIU website for \$28.00 new.

CITATION:

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

OBJECTIVES:

The successful student will be able to:

1. Describe the nature of entrepreneurship and role of small business in the economy.
2. Assess the demand for a new business or product, and in doing so, project the anticipated profit for the same.
3. Identify the resources needed to establish and operate a small business enterprise.
4. List and discuss the managerial, marketing, and financial aspects that must be considered in a small business/entrepreneurial venture.
5. Develop a business plan for either a hypothetical or real business endeavor.

COURSE SKILLS:

Learners who successfully complete BA 370-09 will be expected to:

1. Read critically and write clearly.
2. Understand those challenges associated with developing a new product or service as well as starting a new business.
3. Appreciate the value that small businesses create and understand their importance to the economy.
4. Recognize the challenges and rewards of working in a family owned business.

5. Understand the major components of a business plan.
6. Understand the importance of providing superior customer service and identifying which target market to go after.
7. Navigate through the challenges that come with growing the business as well as preparing for exiting the business at some point in the future.
8. Determine the health of the business through understanding the more critical financial documents for a specific business.

COURSE OVERVIEW:

The selected text is well written, easy to understand, and mostly self-explanatory. The course consists of six study units, a proctored midterm exam covering the first three units, and a final exam covering only the remaining three units. Each of the units will include a reading assignment, multiple choice questions, five questions requiring short written answers, and a case study (Unit 4 will utilize a "You Make the Call" assignment instead of the case study). The midterm and final exams will include multiple choice and short answer questions.

READINGS

- Unit 1: Chapters 1-4
- Unit 2: Chapters 5-8
- Unit 3: Chapters 9-12
- Unit 4: Chapters 13-16
- Unit 5: Chapters 17-19
- Unit 6: Chapters 20-23

EXAMS

- Midterm: Units 1-12
- Final: Units 13-23

ASSIGNMENTS

Unit	Unit Description	Chapters
1	Entrepreneurship: A World of Opportunity; Starting from Scratch or Joining an Existing Business. Case study: "Boston Duck Tours," pages 620-621 (disregard "activities" section)	1-4
2	Starting from Scratch or Joining an Existing Business (cont.); Developing the New Venture Business Plan. Case study: "AdGrove, Inc.," pages 630-632	5-8

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| 3 | Developing the New Venture Business Plan (cont.).
Case study: "Tires Plus," page 644
(disregard "activities" section) | 9-12 |
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Midterm Exam Chapters 1-12

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| 4 | Focusing on the Customer: Marketing Growth Strategies.
You Make the Call: "Situation 3 – Pages 440-441 | 13-16 |
| 5 | Focusing on the Customer: Marketing Growth Strategies (cont.);
Managing Growth in the Small Business.
Case study: "Gibson Mortuary," pages 658-659 | 17-19 |
| 6 | Managing Growth in the Small Business (cont.);
Understanding What the Numbers Mean
Case study: Barton Sales and Service," pages 664-666 | 20-23 |

Final Exam Chapters 13-23

I do accept – and encourage – assignments sent to me via e-mail as an attachment(s). If you would like me to e-mail you the Excel file that has all of the answer sheet forms so that you can highlight the specific box via a different color font – or fill it in with yellow – just send me an e-mail and I will e-mail you the file that has the answer sheet forms for all 6 units.

If sending me your assignments via e-mail – please note the course number and unit number in the subject line of your e-mail - example: **BA 370-09 Unit 1**. I will accept – **but do not prefer** – PDF attachments (documents you scan in) as I cannot go in and make notations on a PDF file as to which problems you answered incorrectly.

The best approach to this course is to **read the assigned chapter** in the textbook, **answer the multiple-choice questions** and then address the **short discussion questions**. Responses to the short discussion questions should be typewritten unless you have no access to a word processor. Emphasis should be placed on the quality of the answers and not on the length. Be concise, yet complete in your response. Generally, one or two paragraphs will be sufficient.

The **case studies** will allow you to apply the theories and principles of sales management you have learned to actual situations which have taken place in a variety of organizational settings. All the questions which are posed at the end of the case should be addressed in your narrative but you need to provide much more than just an answer. The case studies require thought and analysis and I will be looking for your ideas and the benefit of your experiences. One to two typewritten pages will generally allow you to cover the required material. **NOTE: The possible cases for Unit 4 are all "Video Cases." Due to the difficulty in finding and accessing the video cases, you will complete a "You Make the CALL" exercise instead of a Case Study for Unit 4 only. The same requirements of a Case Study analysis apply to the "You Make**

the CALL" exercise. Specifics are included further down in this syllabus under Unit 4 assignments.

In all your written work, it is important to remember that you will be evaluated on the extent to which the answers adhere to the accepted principles of proper English expression (i.e. grammar, word usage, spelling and punctuation) as well as the clear organization of ideas.

EXAMINATION INFORMATION:

You should begin studying for the examinations as you complete each unit. Upon nearing the completion of the first three units, you should request that the midterm exam be mailed to your approved proctor (be sure to request it **three weeks in advance**). The midterm exam will contain **100** multiple choice questions and **5** “short discussion” questions similar to those you have completed in your lessons. There will be no case studies on the exam. You can use your corrected lessons to prepare for the exam. **I have provided "study guides" later on in this syllabus to further help you prepare for the midterm and final exams.** I have found that those students who utilize my study guides generally do exceptionally well on the exams (hint, hint – nudge, nudge).

After completing the rest of the course, you will request that the final exam be mailed to your approved proctor. It will be similar to the midterm but will cover only the second half of the course (units 4-6 only). The final exam will contain **100** multiple choice questions and **5** “short discussion” questions similar to those you have completed in your lessons.

No notes, books, or other materials are allowed when taking the proctored exams. The exams are not easy but if you have properly prepared the previous assignments, and have studied the material in a timely and efficient manner, you should not suffer undue stress or hardship.

NOTE: In order to pass this course, you must get a passing grade (“D” or better), on at least one of the exams and have enough cumulative points to earn a passing grade.

COMPOSITION OF GRADE:

Each unit consists of:

5 short answer questions @ 5 points each	25 points
50 multiple choice questions @ 1 point each	50
1 case study @ 25 points	<u>25</u>
TOTAL POINTS PER UNIT	100 points

Each of two proctored exams consists of:

5 short answer questions @ 20 points each	100 points
100 multiple choice questions @ 2 points each	<u>200</u>
TOTAL POINTS PER EXAM	300 points

The percentage of points received out of a possible 1,200 will determine the final grade:

Unit 1 Chapters 1-4	100 points
Unit 2 Chapters 5-8	100
Unit 3 Chapters 9-12	100
Midterm exam Chapters 1-12	300
Unit 4 Chapters 13-16	100
Unit 5 Chapters 17-19	100
Unit 6 Chapters 20-23	100
Final exam Chapters 13-23	<u>300</u>
TOTAL POINTS FOR COURSE	1,200 points

POINTS ALLOCATION:

Activity	Total Points	Percent of Total
Multiple Choice Questions	300	25%
Short Discussion Questions	150	12.5%
Case Studies	150	12.5%
Exams	600	50%
TOTAL	1,200	100%

Upper Iowa University uses a standard grading system: A, B, C, D, and F will be followed.

Percent/Grade	Total Points Earned
90 – 100% = A	1,074 - 1,200
80 – 89% = B	954 - 1,073
70 – 79% = C	834 - 953
60 – 69% = D	714 - 833
≤59% = F	≤ 714

The letter grade can be determined by adding your total points and applying the result to the following table:

UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:

A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

D = Quality and quantity written and oral work is below average and barely acceptable.

F = Quality and quantity written and oral work is unacceptable.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2008/09 page 98.

http://www.uui.edu/catalogs/eu/policies_1.html#conduct

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by

deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

LIBRARY RESOURCES:

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: www.uiu.edu and click on the Library option located in the blue bar near the top of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at library@uiu.edu.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to: Director, Academic Advising

This syllabus is tentative and subject to change.