

School of Business and Nonprofit Management

Course Syllabus

Course: Small Business and Entrepreneurship; BSE-3530
Academic Year: 2013 **Semester/Quad:** Winter Semester
Credit Hours: 4.00

Instructor: Mr. Emile Cambry, Jr.

Phone: 773-882-2936

Email: ecambry@gmail.com

Availability:

Please contact me via email. I will reply within 24 hours during the week and within 48 hours on weekends. Also, if necessary, telephone conversations can be requested (send email to request times).

Course Description:

Small Business Management and Entrepreneurship (4 sh) Application of management concepts and techniques to the small firm. Special attention will be given to the particular nature, opportunities, needs, and problems of small manufacturing, wholesale, retail, and service firms. Topics include comparison of similarities, differences, and relations between small and large firms; the role/skills of the entrepreneur, the impact of small firms on the economy; intrapreneurship in larger firms, evaluation of business ideas and target markets; issues and methods of starting a small firm; risk and venture management for small firms, and venture financing. The course culminates with the oral and written presentation of a business plan for a new or existing small business. Students must be of Junior or Senior status. Prerequisite: BSE 2110, 2310, 2610.

Introductory Comments:

Welcome to the course. I look forward to exploring this course with you! I will call on everyone in class, so be prepared to participate, go to the board, and read prior to class.

Course Materials:

REQUIRED
EFFECTIVE SMALL BUSINESS MANAGEMENT, Scarborough, Wilson, Zimmerer, 9th Edition,
Pearson/Prentice Hall, ISBN: 13-978-0-13-615270-5

Essential IDEA Objectives:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning fundamental principles, generalizations, or theories.
3. Learning to apply course material (to improve thinking, problem solving, and decisions).

Specific Course Objectives:

Course Methodology:

In this course, we'll be doing practice problems to apply the theoretical framework with practical application. We will also do a considerable amount of group work so students have an opportunity to learn from each other.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements.

Technical Skills Required:

None out of the ordinary

Schedule of Weekly Assignments:

Week	Dates	Topics	Assignment(s)
1	1/17/13	Course Overview	Read Chapter 1, Weekly Assignment
2	1/24/13	The Good Idea	Read Chapter 2, Weekly Assignment
3	1/31/13	Creating a winning business plan	Read Chapter 6, Weekly Assignment
4	2/7/13	Legal requirements for business: form and licensing	Read Chapter 3 and 22, Weekly Assignment
5	2/14/13	Franchising	Read Chapter 4, Weekly Assignment
6	2/21/13	Creating a sound financial plan	Read Chapter 7, Weekly Assignment
7	2/28/13	Cash flow and financing your business	Read Chapter 8, Weekly Assignment
8	3/7/13	Marketing your products or services	Read Chapter 9, Weekly Assignment
9	3/14/13	Selling, an essential skill	Read Chapter 10, Weekly Assignment
10	3/21/13	Ethics and social responsibility	Read Chapter 21, Weekly Assignment
11	3/28/13	Management of a small business	Read Chapters 17 and 18, Weekly Assignment
12	4/4/13	Negotiating skills, essential for the entrepreneur	Read Chapter 20, Weekly Assignment
13	4/11/13	Human Resource Management	Read Chapter 19, Weekly Assignment
14	4/18/13	Putting it all together	Weekly Assignment
15	4/25/13	Presentations Final Business Plans due	Business Plans Due
16	5/2/13	Business Plans Due	

Grading:

Assignment	Points	Grade %
Weekly Assignment	250	25%
Business Plan	250	25%
Business Plan Presentation	250	25%
Attendance, Homework, and Participation	250	25%
Total	1000	100%

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
950-1000	A (95-100%)	800-820	B- (80-82%)	670-700	D+ (67-70%)
900-940	A- (90-94%)	770-790	C+ (77-79%)	630-660	D (63-66%)
870-890	B+ (87-89%)	730-760	C (73-76%)	600-630	D- (60-63%)
830-860	B (83-86%)	700-720	C- (70-72%)	<600	F (<60%)

Assignment Grading Policies:

Assignments will be graded according to the rubrics given. Grades, and instructor feedback, will be posted in Moodle.

Please be aware that any late submission of an assignment will incur a penalty. A late submission which is received within 24-hours of the deadline will be assessed an automatic 10% point deduction, and a submission which is received 24-48 hours after the deadline will be assessed an automatic 20% point deduction. No submissions will be accepted over 48-hour past the deadline.

Student Responsibilities:

Come to class on time and ready to participate.

Instructor Responsibilities:

As your instructor, I will:

- Provide updated information on relevant resources for the various topics of interest
- Read and critically assess students' assignments and provide feedback within 7-10 days of receipt
- Facilitate a participant-centered course experience, which focuses on student learning
- Respond to all student e-mails within 48 hours of receipt (target is 24 hours)
- Respond to all student phone calls within 48 hours (target is 24 hours)

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) **prior to** that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- 1) Improving student’s writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the

Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>