**UNLV-- Spring 2017**

**Introduction to Small Business Management**

**Management 302 (1001)**

**Tuesday and Thursday 4:00 – 5:15 pm in BEH 106**

**Instructor:**

**Office:**

**Email:**

Connect Website:

(Please Do NOT email assignments. Only hard copies will be accepted and graded!)

**Course Catalog Description:** Management 302, Introduction to Small Business Management, shows what is involved in forming, operating, and/or owning a small business. It is designed for those who work in a small business or want to start their own small business.

**Learning Outcomes:** UNLV has developed a specific and important set of learning outcomes that graduating students should sufficiently achieve if not master. In Introduction to Small Business Management we will discuss most of the seven elements that will, in most cases, be reinforced in other management and business courses. This course will tailor course content toward these seven outcomes (particularly items one, five, six, and seven).

1. Identify and explain the major tasks of the manager.
2. Discuss and apply major theories concerning the behavior of people in modern business organizations.
3. Identify and discuss alternative theories concerning the role of business in society and implications of these theories.
4. Identify and discuss key issues involved in international management.
5. Identify and discuss key issues in the relationship between workers and managers.
6. Work with others to identify issues and prepare solutions in the practical management of business.
7. Present analysis of and solutions to management problems.

Stated differently but in keeping with the outcomes listed above, students will achieve the following during this course:

Describe how to use creative thinking to turn your knowledge and skills into a business
Analyze the best way to fund a business
Explain how to write and “sell” a winning business plan
Determine how to tighten your belt in a cash crunch
Formulate the best way to purchase a franchise
Develop skills to effectively hire and manage employees
Define the ways to price and market your product/service
Formulate a plan to minimize risk by understanding legal issues
Develop a plan to start a business part-time
Apply various methods to assess competition
Analyze your own personal selling skills

**Prerequisites:** To take Management 302 a student must have been admitted to a business major and have a junior standing.


Access to Connect is also required.
Class Time and Location:
Section 1001: Tuesday and Thursday, 4:00 – 5:15 pm in BEH 106

Office Hours: Instructor is available both before and after class to meet with students. I will be available on either Tuesday or Thursday from 11:15 to 1:00 pm in my office in BEH 322. Please make an appointment to ensure that we meet up as needed.

Evaluation: (Approximate points)

EXAMS:
1. Three Chapter Exams. ............... 600 points
2. Feasibility Journal. ................. 170 points
3. Entrepreneur Interview. .......... 50 points
4. Connect Quizzes ................. 280 points
Total .................................. 1100 points possible

Additional points for attendance may be given and the total possible points may be slightly higher.

Explanation of Evaluation items:

1. Two objective (multiple-choice) exams and a final will be given over text material. Exams and quizzes will count for a majority of the final grade so you must study hard to do well on them to do well in this class. The final test will not be cumulative but will cover the last several chapters in depth as do each of the other exams. I will try to indicate the specific areas that will most likely be on the exams, so I urge you to attend class.

2. Feasibility Journal: This semester each student will keep a journal of specific assignments that is designed to provide an overview of the primary issues related to a new business idea. The purpose is to identify any "make or break" issues that would prevent your business from being successful in the marketplace. In other words, this feasibility journal will help determine whether the business idea makes sense. A thorough feasibility analysis provides a lot of information necessary for the business plan. A good market analysis, for example, is necessary in order to determine the project’s feasibility. This information provides the basis for the market section of a full business plan. Because putting together a business plan is a significant investment in time and money you want to make sure that there are no major roadblocks facing your business idea before you make that investment. Identifying such roadblocks is the purpose of this journal and in following classes you will actually put together the formal business plan.

You will turn in the journal after we have covered about half of the course for a grade check. You will submit the entire journal for grading at the end of the semester. I will only give a grade for the journal in its final form at the end of the class so be sure to submit the entire report.

You should use a word processing program to keep your journal so you can use spell-check and easily correct your thoughts as you need to make changes to the flow of ideas. It will also make it a lot easier for me to read and thereby give you a higher grade!

3. Entrepreneur Interview: Each student will be expected to interview a local entrepreneur. Information sought should include (but is not limited to) questions regarding: why and how the entrepreneur got started, what challenges they faced, what challenges they currently face, what opportunities they see now, what would they do differently, what is the nature of their competition, and would they do it all over again? Interview highlights are to be typed and turned in to the instructor. I will provide you with a list of suggested questions and you should write a thank you note following your interview. Please do not just record the interview and type it up exactly. You should summarize in paragraph form what you learned.

4. Connect Quizzes: Chapter quiz assignments will be due for each chapter and you will need to use the Connect website from McGraw-Hill both to take these quizzes and to have them recorded. You can
purchase an online version of the textbook and access to the Online Connect Homework from http://connect.mheducation.com or at the UNLV bookstore. Once online you can print a copy of the textbook or use the digital version.

I personally like a hard copy of my books, but the online version has many benefits. The program will highlight the most important information, test you on your knowledge, and provide you extra help on the areas where you seem to be lacking. It is essentially like a study guide personalized to your own learning style.

You cannot rent this book because it comes with the Connect software. If you do find a used copy of the text you will still need to purchase Connect from McGraw-Hill to have access to your assignments and to have them recorded. To purchase the Connect software alone is almost equal to the price of the book and software from the bookstore. Buying Connect online directly from the publisher might be cheapest.

After you have the access code you will go to the following address and click the “register now” button:


Notice that there are no spaces in the address, no upper case letters, and no period after the 302. From this internet location you can explore the book and its assignments.

For each chapter there will be a 20 question multiple-choice quiz selected randomly by the computer from the test bank. Each quiz question will be worth one point each for a total of 280 points. The questions will serve as a learning tool and many of them may show up on the major exams. You will be allowed 25 minutes on each quiz attempted. After you finish or when the time is up you will get detailed feedback on the questions and answers.

It is your responsibility to work on Connect Chapter Homework quiz assignments regularly and not the last few hours before deadlines. I cannot give extensions for personal or technical issues. Deadlines will be at 11:59 pm on the dates listed in the course schedule, usually the day we cover each chapter. The dates will also be listed on the Connect website. You get a little extra time on the first five chapters, but don’t ignore the closing dates and thereby lose points by missing a chapter.

Included with Connect are some assignments known as “LearnSmart”. Although points will not be given for the work you do in LearnSmart the assignments are very useful as study helps.

Attendance and participation may also count towards the final grade. This will be especially true on days that we have guest speakers. Each student has the responsibility to share his/her understanding, judgment and perspective with the class to thereby advance the group’s collective skill and knowledge.

It is therefore expected that you will thoroughly prepare for each class by carefully reading and studying assignments and come to class ready for discussion. Although we may not have time for a routine review of all reading assignments, you will still be responsible for knowing the information that is in the book. If you have questions you should ask for clarification.

See the attached Class Policy Statement for more specific information on attendance. Calculation of grades are also discussed in the attachment. Grades of + or – will be used in the reporting of all grades, i.e., A- or B+, etc.
1. Course Syllabus: Course outlines are prepared as a guideline for the conduct of the class. They are NOT contracts between the professor and student and may be modified as required by any unforeseen event. Students will be notified promptly of any changes.

2. Reading assignments on the syllabus should be completed BEFORE the class period for which they are listed.

3. Homework/assignments: No make-up exams or work will be given or accepted. You may arrange to turn in work prior to the due date but not afterwards. In emergency situations where work is missed I will adjust the total points possible so that you will not be penalized when figuring out the final grade. If you cannot make class because of a situation beyond your control, call the department secretary or me and leave a message.

4. Due Dates: All work is due at the end of class on the day assigned. Work submitted after class and before the next class will be subject to one full grade cut. No work will be accepted beyond one class period after the due date.

5. Exams: Scheduled exams on text material will normally be multiple-choice. The syllabus will indicate if the final is cumulative. A page of short answer or essay questions may be included to cover class material. Bring a scantron sheet and a #2 pencil with a good eraser to each scheduled test. Print your name on the exam with the time of the class you are attending. You may write on the exam but it must be returned with the scantron or you will not receive credit for the test. Exams will be closed book. Do not wear headphones of any kind (including i-pods) on the day of exams! You may not have cell phones out on the desk during an exam or you will receive a zero for the test!

6. Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.

7. Quizzes: Short, unscheduled quizzes may be given at any time if deemed necessary to reward those who attend class and keep up on their assigned work. They will also give you a better idea of what will be covered on major exams. Other short assignments worth points may be required. No make-up quizzes will be permitted.

8. In-class behavior: During class only one person may talk at a time. This includes whispering to your neighbor. Please observe this simple courtesy. If you really need to talk to someone please do it outside of the classroom! Please turn off all cell phones during class.

9. Eating and smoking is prohibited in all UNLV classrooms.

10. Class Attendance: Regular and punctual class attendance is expected. Requests for excused absences should be made in advance or after the fact for emergency situations.

11. Seating may be assigned during the first few weeks of class to allow the instructor to learn the names of class members.

12. Recording of lectures is generally not allowed. Exceptions can only be made with permission. Students are expected to take notes but the lectures and discussions are not for publication or reprinting.

13. Academic Misconduct: Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

14. Plagiarism: An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. Plagiarism is intellectually dishonest and will not be tolerated. This also applies to written work copied from a friend or written work plagiarized from any published material. It may also include the inclusion of a student’s name on team assignments or exercises when that student did not in fact participate. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: http://studentconduct.unlv.edu/misconduct/policy.html.

15. Cheating is also academic dishonesty and may be defined as copying, collaborating, or using unauthorized materials during an examination. This will not be tolerated and may result in failure or an exam or the entire course.

16. Copyright and fair use: The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

17. Religious Holiday Policy: Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

18. Disability Resource Center (DRC): The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu/ 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability please make an appointment with a Disabilities Specialist at the DRC.
to discuss what options may be available to you

19. Grades: Final grades will be based on the total number of points earned. It is against my policy to allow some students to improve their grade by doing extra work without making the same opportunity available to everyone in the class. If some were given extra work then everyone in class would have to do extra work to maintain their relative position in terms of total points.

An attempt will be made to base your final grade on several different criteria such as exams, quizzes, written work, cases, etc. I do not live by the "normal curve" but it has been my experience that most classes tend to follow the curve. We will normally use the top person in class as a starting point for grade distribution.

Grades of plus (+) or minus (-) will be used in the reporting of all grades, i.e., A- or B+. Peer evaluation scores may result in points being deducted from group project scores for individual students. Based on the percentage of points you have earned the grades will be assigned as follows:

- 93% or above = A, 92.99%-90%= A-
- 89.99%-87%= B+, 86.99%-83%= B, 82.99%-80%= B-
- 79.99%-77%= C+, 76.99%-73%= C, 72.99%-70%= C-
- 69.99%-67%= D+, 66.99%-63%= D, 62.99%-60%= D-
- Less than 59.99% = F

Your grade will be assigned according to your points down to the second decimal point. For example, 89.99 is still a B+ grade and not an A-. Do not send me an e-mail at the end of the semester to notify me that if rounded up, your final would be higher. You must earn sufficient points to be above each grade break to receive that grade.

Normally I do allow myself the right to raise your grade one step (i.e., B to B+) based on a subjective evaluation of your participation and preparation. Unless otherwise stated this is done only for those that are borderline, i.e., the top person receiving each grade.

Incomplete grades: The grade of "I" or incomplete can only be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester. If course requirements are not completed within the time indicated a grade of "F" will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course for that semester.

Posting of Grades: I do not post semester grades nor e-mail them to you. Your test and project scores will be available on web campus.

20. Study time: For each classroom hour you should schedule two hours for study. You will find your text most useful if you:

- Make a preliminary survey.
- Get an idea of what the key concepts are before you read.
- Read for understanding, formulating questions as you read.
- Test yourself to be sure you can answer the questions you have raised.
- Take notes on what you have read. The outline form works best for most students. Yellow highlighters are excellent.
- Review the major points of the assignment and re-read any sections that don’t seem clear to you. Many students find it helpful to summarize the book by typing their yellow markings (important concepts) into a word processing program. If you can re-write the main points in your own words you probably have a good understanding of the basic concepts.
- Bring your notes to class and integrate the class lecture into your text outline.
- If you will use LearnSmart you will do significantly better overall than other students.

Most people do the easiest things first. Make a habit of doing the most important things first. Washing clothes, for example, can be done at night when you are “burned out” and can’t think well yet most of us do washing first because it is easier than going to the library to study. Then at 10:00 pm when we start to study we cannot think clearly and seem to have trouble remembering what we read. Most people are best able to do creative and thinking activities in the morning when they are alert. If you do them consistently at the same time each day then you can enjoy the night social activities without worrying about homework.

Your Responsibility to Study: You need to remember that education is more than just teaching. You have to learn! If you do not understand the material then it is your responsibility to get extra help and to do whatever is necessary to gain the skills we are trying to teach. Most people only remember names, for example, after hearing them seven times. If you read a chapter one time and review the terms you will probably do about “average” on the exams. While you may think you understand the concepts, you need to go over them several more times. When you come to class I will try to explain the important concepts. We cover much more in class than you will be tested on but I will try to specifically point out most of the concepts where you can expect a test question. When you do the Connect quizzes you will get another chapter review. If you do LearnSmart activities you will get a third review. That means you probably need to read the chapter at least four times to have covered the material seven times—to remember the details to do well on the exams. Chapters take about an hour to read so if you are spending two hours of study time for each hour of class you should have plenty of time to do this.

24. Writing Standards: Double space typing or extremely neat writing is required on all major papers unless otherwise instructed. No pages torn out of notebooks with rough edges should ever be handed in to the instructor. Computers will make all writing assignments much easier for you, but please do not use the right-justify option and make certain that your printer is working right and making dark copy. Exhibits should be drawn in ink and any pencil exhibits should be photocopied if included in a paper. References should be according the APA format. Information on how to cite Internet references can be found on the APA web site.
All written work will be graded on both content and form (English, grammar, spelling, mechanics, etc.). The grade will be based mostly on the content but errors of form may result in a lower grade. Check specifically for the following:

- Misspelled Words (including typographical)
- Incomplete sentences
- Improper punctuation
- Incorrect use of tense and person
- Improper agreement of subject and predicate
- Gross errors of grammar, punctuation, or capitalization
- Strikeovers or messy erasures
- Paper torn from notebooks or unprofessional appearance

How to avoid trouble:

- Proofread your own work—read it aloud
- Have someone else proofread your paper
- All group members should read group papers in final form
- Allow yourself time to make more than one draft

Proficiency in English is expected of all students and is required in this course. If you have trouble I urge you to seek help. Special courses are available to help you if you really want to improve.

Special Note: When several students each prepare a section of a group report and put it all together without one person reviewing the entire report for continuity and visual appearance, it usually results in a disorganized paper and will usually get a poor grade. Everyone should read and re-read the final paper.

25. Tutoring: The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: [http://academicsuccess.unlv.edu/tutoring/](http://academicsuccess.unlv.edu/tutoring/).

26. UNLV Writing: One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: [http://writingcenter.unlv.edu/](http://writingcenter.unlv.edu/)

27. Rebelmail: By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.
Introduction to Small Business Management (Mgt. 302)  
Proposed Schedule for spring 2017  
Tuesday and Thursday from 4:00 – 5:15 pm in BEH 106

Reading assignments are shown for the days they will be covered. Please read them BEFORE class!

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<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
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<td>January 17, 2017</td>
<td>Introduction and Syllabus</td>
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<tr>
<td>January 19</td>
<td>Chapter 1: The Twenty-First-Century Entrepreneur</td>
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<td>January 24</td>
<td>Chapter 2: Individual Leadership and Entrepreneurial start-ups</td>
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<td>January 26</td>
<td>Chapter 3: Business Idea Generation and Initial Evaluation</td>
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<td>January 31</td>
<td>Chapter 4: External Analysis</td>
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<td>February 2</td>
<td>Chapter 5: Business Mission and Strategy</td>
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<td>February 7</td>
<td>Exam Chapters 1-5</td>
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<td>February 9</td>
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<td>February 14</td>
<td>(Monday) Washington's Birthday Recess (no class)</td>
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<tr>
<td>February 21</td>
<td>No class—work on Entrepreneurial Interview</td>
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<tr>
<td>February 23</td>
<td>Chapter 6: Analyzing Cash Flow and Other Financial Information</td>
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<td>February 28</td>
<td>Chapter 7: Financing and Accounting</td>
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<td>March 2</td>
<td>Chapter 8: Financial Analysis</td>
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<td>March 9</td>
<td>Chapter 8 continued</td>
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<td>March 14</td>
<td>Chapter 9: Establishing the Legal Foundation</td>
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<td>March 16</td>
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<td>March 21</td>
<td>Exam Chapters 6-9</td>
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<td>March 23</td>
<td>Progress Check for Feasibility Journal due—Chapters 1-8</td>
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<td>March 28</td>
<td>Chapter 10: Human Resource Management</td>
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<td>March 30</td>
<td>Entrepreneurial Interview Assignment Due</td>
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<td>April 4</td>
<td>Chapter 11: Marketing</td>
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<td>April 6</td>
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<td>April 10-15</td>
<td>Spring Break, no UNLV classes</td>
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<td>April 18</td>
<td>Chapter 12: Establishing Operations</td>
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<td>April 20</td>
<td>Chapter 13: Exit/Harvest/Turnaround</td>
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<td>April 25</td>
<td>Total Feasibility Journal Due</td>
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<td>April 27</td>
<td>Chapter 14: Franchising and Purchasing an Existing Business</td>
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<td>May 2</td>
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<tr>
<td>May 4</td>
<td>Final Review and Peer Evaluation</td>
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UNLV Finals May 8-13  
Class final exam on Tuesday May 9th starting at 6:00 pm  
Exam Covers Chapters 10-14