

Management 4560 Small Business Management

Instructor:	Gary Giles	Semester:	Fall 2007
Office:	TBD	Time:	Wednesdays 4:30pm – 7:00pm
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Required Text

Essentials of Entrepreneurship and Small Business Management (5th Edition), Thomas W. Zimmerer, Norman M. Scarborough (Prentice Hall), 2002.

You are expected to be familiar with literature, cases and articles related to small business management and provide examples from the media related to each day's discussion. Magazines include *Inc.*, *Success*, *Entrepreneur*, *Fast Company*, *Wired*, *Atlanta Business Chronicle*, and *Harvard Business Review*.

Course Objectives

1. To illustrate the unique problems associated with managing and owning a small business
2. To explain the importance of the role of leadership in small business management
3. To be able to apply to principles of small business management learned in the course to diagnose and solve problems in small business
4. To apply small business management principles to strategic planning to improve company performance
5. To understand the complexities and importance of running a business
6. To understand the inter-relationships inherent in small businesses and how to effectively use these to maximize performance.

The objectives will be accomplished through lectures, student group activities, guest speakers, case studies, and actual small business analysis.

Academic Dishonesty

It is the responsibility of each student to avoid any activity that suggests cheating on tests or individual assignments. Specifically, talking, passing notes, having crib sheets, and/or having books or notebooks open during a test are among the activities sufficient to justify a charge of major violation of the GSU academic dishonesty policy. Please refer to the GSU academic honesty policy if you have questions regarding this matter. It is available in [On Campus: The Undergraduate Co-Curricular Affairs Handbook](#) or you can go to www.gsu.edu and search using "academic honesty policy".

Plagiarism, as defined in the academic dishonesty policy of the University, will be enforced on all student assignments. Using the exact words from a published work without giving a proper citation, is within this definition. It also includes information or text from web sites that is not cited. Make sure that if exact words are used, they are enclosed in quotation marks and indicate the source. When ideas are borrowed without exact wording, cite the work in footnotes, endnotes, or the reference section of your assignment.

Disabled Students

GSU provides accessibility and reasonable accommodations for persons with disabilities. Students with disabilities are responsible for contacting the Office of Disability Services to assess their needs and arrange the appropriate accommodations. Students must identify themselves and their needs to the instructor no later than the first day of class.

Grading

A major part of your grade is shared with your team members. Choose your fellow team members with care. Besides having compatible personalities, there are a number of simple, practical issues to consider. Can you meet at the same time of the day and week? Do you live close by each other, or are you all on campus often? Are you interested in similar types of businesses (or, are you willing to adapt to some one else's business concept)?

Peer review is part of the grades process. Part of your assignments will be affected by the peer reviews conducted by each team member. This process will be explained in more detail in a separate hand out, later in the course.

As a senior-level course, the communication skills you have cultivated thus far should be evident in every written assignment and every verbal exchange. Successful communication will affect your grade.

Pop Quizzes:

Pop quizzes will be given during class throughout the course of the semester. If you arrive late or leave early, you risk missing a quiz. The quizzes may cover concepts from readings for that day, speaker presentations from previous days and details of the scheduled cases. Each will vary in format and length. Most quizzes are designed to check whether you have read and understood the text and materials. Some quizzes will evaluate both your ability to apply the concepts of entrepreneurship to actual situations, and others will ask you for feedback on past classes and guest lectures. Anyone absent for a quiz will earn a zero for that quiz. No make-ups will be given. In computing the final grade, the lowest grade will be dropped.

Small Business Issue Analysis

The class will form teams to act as a consulting firm whose interest is helping small businesses to increase their performance in all areas of the business (i.e. human resources, marketing, financial, productivity). Each student consulting firm will choose an existing small business for analysis. The consultants will work with the business owners and managers to choose a problem or issue currently plaguing the company. The consultants will use their expertise and intelligence to work with their client in finding a solution and feasible implementation plan. The outputs from the engagement will be a ten minute presentation and typewritten report that will be presented to the class and the client. The class does not need copies of the report.

Your team will receive a grade on the presentation and the report. Each consulting team will be evaluated on their ability to identify the problems causing the “issue”, the underlying causes of the problem, the solutions to the problems, and an effective implementation plan for making the change. The implementation plan will also include measurements for ensuring success.

We will spend a large amount of class time to discuss and develop specific solutions for your clients. Potential solutions include:

- Overall Company Development / Growth Plan
- Overall Corporate Plan
- Marketing Plan
- Financial Plan
- Client Fullfillment Plan
- Lead Conversion Plan
- Lead Generation Plan

Normally, strategies and solutions to your clients fall within this framework. However, we can develop plans that focus on other unique strategies and factors. More specific information will be provided in class.

Business Model / Strategy Report

A business model is a way of doing business. A strategy represents the way in which entrepreneurs achieve their vision. The potential to make a vision into reality will be dependent on the possibility of creating a strategy to deliver it. Your team will develop an analysis of an existing business model and present these findings to the class. You will receive more detailed information on how to accomplish this.

Small Business Topic Presentation

Each team will select a topic which would be of interest to someone running or working for a small business. The topic must be approved by the instructor. Each team will present their findings to the class in an education presentation of no longer than five minutes. The teams will also provide a one-page summary of the significant take-aways from their research.

Class Participation/Contribution:

In the corporate world, employees are expected to have well-developed communication skills, both written and oral. In an entrepreneurial firm, these skills are perhaps even more important as the entrepreneur is responsible for promoting the business and presenting the business idea to potential investors, motivating employees to support his/her vision, and convincing customers of the value of the venture. As one objective of this course is to help prepare you for life as an entrepreneur, where you will oftentimes be evaluated as much on the basis of your character as you are on the basis of your ability, your professionalism demonstrated during class will comprise a substantial portion of your grade. Your class contribution grade will be derived on the basis of the following:

- Attending class as scheduled
- Arriving to the classroom on time

- Refraining from disruptive conversations during class
- Refraining from doing other work or activities during class
- Staying awake during class
- Being an active participant in the learning process
- Coming to class having completed **ALL** assignments to the best of your ability and according to instructions.
- Finding relevant, quality articles and insightful analysis
- Insightful interviews of outside advisory firms
- Being respectful of others under all circumstances
- Developing and implementing effective performance evaluations
- Developing an effective mission statement
- Providing thoughtful questions and feedback to guest speakers

Roll will be taken at each class and **excessive absences (over 3) will significantly affect this portion of your grade. Leaving early or arriving late will count as an half absence.** If you do find the need to be absent, please know that you are still responsible for turning in any assignments due that day. ***Assignments will not be accepted AFTER a missed class period. Pop quizzes cannot be made up! This portion of your grade is taken VERY seriously.*** Many students who failed to adhere to these guidelines have seen their final grades affected by at least a full letter grade due to poor professionalism scores. *If you are not here, you cannot demonstrate your professionalism, therefore, I strongly encourage you to be in class!*

Grading:

Pop Quizzes.....	20%
Business Model/Strategies.....	10%
Small Business Topic Presentation...	10%
Small Business Issue Report.....	15%
Small Business Issue Presentation....	15%
Class Contribution	15%
Exam.....	15%
Total.....	100%

Grading Scale

A+	97.5% and above
A	93% and Above
A-	90% and Above
B+	87.5% and Above
B	83% and above
B-	80% and Above
C+	77.5% and Above
C	73% and Above
C-	70% and Above
F	Below 70%

**Small Business Management
MGS 4560 Course Studies Outline – Fall Semester 2007**

Date	Topics	Readings	Assignments
8/22	Introduction to each other and topic	None	Email Personal Info to Instructor
8/29	Foundations of Entrepreneurship	Chapter 1	
9/5	Ideas to Reality	Chapter 2	Team Rosters
9/12	Creating a Business Model	Chapter 3	
9/19	Feasibility Analysis & Business Plans Forms of Business Ownership	Chapter 4 Chapter 5	Team Mission Statement
9/26	Franchising	Chapter 6	Client company names
10/3	Buying an Existing Business	Chapter 7	Business Model / Strategies Report
10/10	Building a Marketing Plan	Chapter 8	Business Model / Strategies Report
10/15	<i>Last Day to Drop with a Grade of W</i>		
10/17	E-Commerce and the Entrepreneur	Chapter 9	
10/24	Pricing Strategies	Chapter 10	Research Topic Reports
10/31	Creating a Financial Plan Managing Cash Flow	Chapter 11 Chapter 12	
11/7	Sources of Financing	Chapter 13	Peer Evaluations
11/14	Building a Team and Exit Strategy	Chapter 16	Exam
11/21	No Class. Thanksgiving Holiday		
11/28	Small Business Analysis Presentations	Turn in reports (all groups)	Presentations 10 minutes maximum (plus 10 minutes for Q&A)
12/5	Small Business Analysis Presentations		Presentations 10 minutes maximum (plus 10 minutes for Q&A)

This syllabus provides a general plan for the course. Changes will be announced in class.

NOTE: The text material is background reading to prepare you for class discussion and in-class exercises. I expect you to read the syllabus and know what assignments are due when.