

**SMALL BUSINESS MANAGEMENT – BSMT 379 – FALL 2016**  
**Tuesdays and Thursdays 12:00 PM – 1:45 PM – Room TBA**  
**3 Credit Hours**

## **GENERAL INFORMATION**

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### **PROFESSOR INFORMATION**

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**Instructor:**

Dr. Melvin Randolph

**Phone:**

219 473-7770 ext. 287 (office)

**Office:**

Fifth Floor, Room TBA

**Office Hours:**

TBA

**E-mail:** [mrandolph@ccsj.edu](mailto:mrandolph@ccsj.edu)

48 hour response time (excluding weekends)

### **COURSE DESCRIPTION**

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This course is designed to provide students with an understanding of launching and growing a Small Business as an Entrepreneurial Venture.

### **ABOUT YOUR PROFESSOR**

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Instructor Background: Dr. Melvin Randolph is an Adjunct Professor at Argosy University Chicago Campus. He has earned a Doctorate in Business Administration from Argosy University. He has a Master's of Science degree in Integrated Marketing Communications from Roosevelt University, Chicago IL. He also maintains a marketing consultant company in Northwest Indiana.

### **COURSE LEARNING OBJECTIVES:**

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- Understand the life of entrepreneurship
- Understanding the core concepts associated with the establishment of a small business/venture, which includes a business plan, marketing plan, and financial statements.
- Learn how to manage growth in the small business.

### **COURSE PREREQUISITES: NONE**

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### **DIGITAL TEXT BOOK, MULTIMEDIA, JOURNAL ARTICLES, AND OPTIONAL READING MATERIAL**

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**Textbooks:** Small Business Management: Launching & Growing Entrepreneurial Ventures – Longenecker, Petty, Palich and Hoy



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Cengage Publishing, ISBN: 9781285514956

The cost for this package is about \$85 and is required for all students to remain in the course. The publisher offers immediate access to the text and digital features as part of a two week grace period. Students are required to have the course materials from Day 1, no exceptions.  
(NOTE: Print books without MindTap and Write Experience are not acceptable.)

**Assessment:**

- Exams (Test, Final, Quizzes) 50% of grade
- Class participation/collaboration/attendance/assignments 15% of grade
- Class presentation and assessment instruments 35% of grade

**CLASS ASSIGNMENTS**

There are several assignments integrated with your text readings that must be completed for this class. All of these assignments are individual in that they must be completed separately by each student. You will find a complete listing of these assignments and reading activities in your MindTap course portal and. NOTE: Weekly Assignments and Chapter Quizzes are ‘*Check-in*’ assignments. You will receive full credit for your thoughtful submission, provided it is submitted on time. *Check-in* assignments will be graded on a percentage of assignments submitted on-time (e.g. 12 of 15 total assignments submitted by the date due = 80%)

The details for each assignment is located on BB or MindTap. Assignments are due per due dates provided. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED FOR CREDIT**. This class has time-sensitive assignments so students are expected to submit their assignments on or BEFORE the due dates (generally before the start of the respective class – see Mindtap Portal).

### **EXAMS & WRITING ASSIGNMENTS (15% EACH)**

To ensure that you are keeping up with the textbook and foundational concepts, there will be one exam and three writing exercises and tests. The exam will cover the material from the text, the chapter power points (including the videos) the articles posted, and any other class related discussion. The writing assignments will evaluate your skills in applying the theory to a specific business communication scenario.

### **CLASS PARTICIPATION (Instructor's Discretion, Peer Evaluations 10%):**

Everyone will be expected to attend class, to come prepared, and to participate actively in the discussion. Before class, you should have read the assigned readings, thought critically about the concepts they present and their application to the case or topic of the day, and be prepared to answer the assigned study questions (with written pre-session notes in hand- typically one page in length). The best contributions are those that are relevant to the concept at hand. They often build on or respond to the observations of others, make connections to prior class sessions, or draw on materials and lessons from other courses.

Debates and disagreements can be powerful opportunities for learning (conflict is an energizing motivator that can propel us forward). You are encouraged to challenge the views of your classmates and the instructor – provided that you do it constructively and with civility. **IF YOU DO NOT PARTICIPATE YOU WILL RECEIVE A LOW PARTICIPATION GRADE – NO EXCEPTIONS – FOR YOU BASKETBALL FANS, PARTICIPATION IS LIKE THE FREE THROW LINE: DO WELL AND YOU WILL WIN THE GAME.**

Of course, regular attendance is a must. You cannot participate if you are not there. All classes will start promptly. **You will be expected to be on time.** Late arrivals can delay the start of class, disrupt the conversation, and are disrespectful to guests, classmates, and me. If you expect to be late for some good reason, please alert me if possible and take a seat quietly. Without a compelling excuse, late arrivals will count against your class participation grade. We will have a break some time at or shortly after the halfway point in class. **You will be expected to return promptly from all breaks.**

**Electronic devices can only be used in class for course-related purposes. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.**

**Class Policy on Electronic Devices: (optional) (Cell phones, Beeper, Pagers¼etc.) Out of respect for other students, please mute cell phones. If it is absolutely necessary to conduct a conversation or follow up on a page, please leave the room to do so. Laptops are not allowed in classroom. There is no eating in classroom.**

**Classroom Etiquette: (This list is based upon suggestions found in The Chicago Tribune, who compiled the information from interviews and college handbooks.)**

**DO ...**

- **Arrive on time**
- **Turn off your cell phone ring; if you must answer the phone, leave the room**
- **Be attentive and respectful**
- **Participate without dominating discussions**

**DON'T ...**

- Text message friends, answer the phone, or surf the web
- Carry on side conversations during class
- Leave early without clearing it in advance
- Send professors e-mails that are written too casually or lack punctuation

Please Note

Any student who violates any of these DON'TS will lose (2) participation points each time there is an occurrence. I will not stop class to address your behavior. Violation points are not debatable and will be automatically deducted and student will be made aware of occurrences during evaluation time.

There will be no makeup exams in this course. If you know you are going to be absent make arrangements with me to take test early.

No food is allowed in classroom.

No laptops in the classroom.

**GRADING POLICY**

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Letter Grade	Range
A	94 – 100
A -	90 – 93
B +	87 – 89
B	84 – 86
B -	80 – 83
C +	77 - 79
C	74 – 76
C -	70 – 73
D +	67 – 69
D	64 – 66
D -	60 – 63
F	< 60

**EXPECTATIONS**

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This class is demanding in terms of outside-of-class time. Students are expected to collaborate after course hours while developing your final project. **Expect to spend 2 hours in out-of-class preparation for each in-class hour.** My goal is for every single student to see a noticeable improvement in your understanding of the human side of business. I expect you to work very hard on your own, and as teammates, to accomplish this goal.

Chapter assignments, normally 15-25 in-text questions, are designed to measure student comprehension and engagement. Case analysis projects (individual and group) measure both individual and team contributions.

**COURSE TECHNOLOGY**

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This course utilizes two learning management systems: Blackboard and Mindtap. **MindTap** is digital text with integrated exercises and author videos which explain the chapter content in familiar terms. It also includes an artificial intelligence based writing engine referred to as WriteExperience. WriteExperience offers students

immediate feedback on their writing, tailored to the situation, along with prescriptive advice on how to improve their writing. As writing is iterative, based on constant revisions, this feature permits students to engage with the assignment both in and out of class.

This course also relies on **Blackboard** for important course announcements, assignment submission, grades, and serves as the main repository for course documents such as this syllabus and course policy, customized lecture slides, relevant articles, and current events as they relate to the course concepts.

## **RULES, POLICIES, AND ACADEMIC MISCONDUCT**

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Assignments from the text and other resources are listed below for each class session. Students are expected to pace their learning according to the posted course assignments.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the in the responsibility of learning.

## COURSE CALENDAR

### WEEKLY SCHEDULE

# BSMT 379 – Small Business Management

## Fall 2016

Week 1: (September 11 – September 17)	<b>Session 1:</b> Review Class Syllabus Read Chapter 1 – Entrepreneurial Life  <b>Session 2: Read Chapter 2 – Integrity &amp; Ethics</b>	Note: all assignments are due prior to the start of the class meeting.  Chapter 1 Self- Assessment  Chapter 1&2 Assignment  Practice Quiz 1&2 (Chapter 1&2)
Week 2: (September 18 - 24)	<b>Session 1:</b> Read Chapter 3 – Starting a Small  <b>Session 2:</b> Read Chapter 4 – Franchises and	Chapter 3&4 Assignment  Practice Quiz 1& 2 (Chapter 3 & 4)
Week 3: (September 26-Oct 1)	<b>Session 1:Read Chapter 5 – The Family Business Assignments</b>  <b>Session 2: Chapter 6 – The Business Plan</b>	Chapter 5&6 Assignment  Practice Quiz 1& 2 (Chapter 5 & 6)
Week 4: (Oct 2 -8)	<b>Session 1: Read Chapter 7 - The Marketing Plan</b>  <b>Session 2: Read Chapter 8 – The Organizational Plan</b>	Chapter 7&8 Assignment  Practice Quiz 1& 2 (Chapter 7 & 8)
Week 5: (Oct 9-October 15)	<b>Session 1: Read Chapter 9 – The Location Plan</b> <b>Session 2: Read Chapter 10 – Understanding a Firm’s Financial Statements</b>	Chapter 9&10 Assignment

		Practice Quiz 1& 2 (Chapter 9 & 10)
Week 6: (October 16 - 22)	<b>Session 1: Read Chapter 11 – Forecasting Financial Requirements</b>	Chapter 11&12 Assignment
	<b>Session 2: Read Chapter 12 – A Firm’s Sources of Financing</b>	Practice Quiz 1& 2 (Chapter 11 & 12)
Week 7: (October 23 - 29)	<b>Session 1: Read Chapter 13 – Planning for the Harvest</b>	Chapter 13&14 Assignment
	<b>Session 2: Read Chapter 14 - Building Customer Relationships</b>	Practice Quiz 1& 2 (Chapter 13 & 14)
<b>Course Midpoint</b>		<b>Review Progress</b>
Week 8: (October 30 – Nov 5)	<b>Session 1: Read Chapter 15 – Product Development &amp; Supply Chain Management</b>	Chapter 15&16 Assignment
	<b>Session 2: Read Chapter 16 – Pricing and Credit Decisions</b>	Practice Quiz 1& 2 (Chapter 15 & 16)

Week 9: (Nov 6 - 12)	<b>Session 1: Read Chapter 17 – Promotional Planning</b>  <b>Session 2: Read Chapter 18 – Global Opportunities</b>	Chapter 17&18 Assignment  Practice Quiz 1& 2 (Chapter 17 & 18)
Week 10: (November 13-19)	<b>Session 1: Read Chapter 19 – Professional Management &amp; The Small Business</b>  <b>Session 2: Read Chapter 20 – Managing Human Resources</b>	Chapter 19&20 Assignment  Practice Quiz 1& 2 (Chapter 19 & 20)
Week 11: (November 20-26)	<b>Session 1: Read Chapter 21 – Managing Operations</b> <b>Session 2: Chapter 22 – Managing a Firm’s Assets</b>	Chapter 21&22 Assignment
Thanksgiving Week		Practice Quiz 1& 2 (Chapter 21 & 22)
Week 12: (November 27- Dec 3)	<b>Session 1: Chapter 23 – Managing Risks in the Small Business</b>  <b>Session 2: Review Final Project</b>	Chapter 23 Assignment  Practice Quiz 1& 2 (Chapter 23)
Week 13: (Dec 4 -10)	<b>Session 1: Presentations</b>  <b>Session 2: Presentations</b>	
Week 14: (December 11 -17)	<b>Session 1: Presentations</b> <b>Session 2: Presentations</b>	
Week 15: (December 11 - 17)	<b>Final Exam Week (See college schedule exam times and location)</b>  <u>Single Session Only</u> Case Presentations	
(Dec 11-18)	Grades evaluated, calculated, & reported.	
<b><u>Happy Holidays!</u></b>		

- *Subject to change based on student progress, school schedules/closings, and official holidays.*

<b>Responsibilities</b>	
<b>Attending Class / Exams</b>	<p>You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. However, we do not want to penalize students for participating in college-sponsored events. When you miss class because of a college event, <u>you must give written notice of your absence at least two days in advance, and you are responsible for completing all missed work by their original due dates.</u></p> <p>There are no makeup exams in this course. Therefore, you must pre-arrange to complete an exam prior to the general exam date in order to earn credit. It is the student's responsibility to make these arrangements with the faculty at least one week in advance.</p> <p>Finally, any student who misses a total of three weeks of classes will be automatically dropped from the course. For hybrid courses, this means two face-to-face sessions.</p>
<b>Turning In Your Work</b>	<p>You cannot succeed in this class if you do not turn in all your work on the day it is due.</p> <p>The learning strategy in this course uses scaffolding and the activities in this course are cumulative. Therefore, you must complete assignments in sequence as indicated in the syllabus and online learning management system (Blackboard, Connect, Mindtap, etc.). In most cases, you will not be permitted to start a new exercise until you have completed its prerequisite. No exceptions can be made to this policy.</p>
<b>Using Electronic Devices</b>	<p>Electronic devices can only be used in class for course-related purposes. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.</p>
<b>Participating in Class</b>	<p>You must be on time, stay for the whole class and speak up in a way that shows you have done the assigned reading. If you are not prepared for class discussion, you may be asked to leave, in which case you will be marked absent.</p>
<b>Doing Your Own Work</b>	<p>If you turn in work that is not your own, you are subject to judicial review, and these procedures can be found in the College Catalog and the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines, such as MLA or APA format, to document sources avoids plagiarism. The Library has reference copies of each of these manuals, and there are brief checklists in your Student Handbook and Planner.</p> <p><b>PLEASE NOTE:</b> All papers may be electronically checked for plagiarism.</p>
<b>Withdrawing from Class</b>	<p>After the last day established for class changes has passed (see the College calendar), you may withdraw from a course by following the policy outlined in the CCSJ Course Catalog.</p>

## Resources

<b>Student Success Center:</b>	The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.
<b>Disability Services:</b>	Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.
<b>CCSJ Alerts:</b>	<p>Calumet College of St. Joseph’s emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College’s website at: <a href="http://www.ccsj.edu/alerts/index.html">http://www.ccsj.edu/alerts/index.html</a>.</p> <p>In addition, you can check other media for important information, such as school closings:</p> <p><b>Internet:</b> <a href="http://www.ccsj.edu">http://www.ccsj.edu</a> <b>Radio:</b> WAKE – 1500 AM, WGN – 720 AM, WIJE – 105.5 FM, WLS – 890 AM, WZVN – 107.1 FM, WBBM NEWS RADIO 78 <b>TV Channels:</b> 2, 5, 7, 9, 32</p>

**\*\*\* Instructor reserves the right to make changes to the syllabus.**