



COLLEGE OF BUSINESS

SMALL BUSINESS MANAGEMENT

MGT-302 Section 2

Tues/Thurs, 5:30-6:45pm, BEH112

Instructor: Prof. Steven E. Phelan, Ph.D.

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Office: BEH307, Hours: Tues/Thurs 3:30pm-5:30pm or by appointment

COURSE DESCRIPTION:

Small business accounts for half the employment in this country and many college students express a desire to start a business sometime during their working lives. This course aims to provide students with the knowledge to start and operate a small business.

EXPECTED LEARNING OUTCOMES:

This course aims to *enhance* the student's ability to:

- Develop an appreciation of the role of entrepreneurs and small businesses in a dynamic economy
- Use critical thinking, and creative and logical analysis skills, strategies and techniques to solve complex business problems and to demonstrate an ability to integrate knowledge from different disciplines.
- Learn group and individual dynamics in organizations, including current theories of management and leadership

The course aims to teach students to *begin* to:

- Recognize, analyze, and construct feasible concepts within small business and entrepreneurial environments.
- Develop an ability to apply marketing strategies and tactics as a way of understanding customers and competitors to create profitable firms and organizations
- Propose plans to gather and organize resources to address evolving opportunity and the ongoing reassessment of needs as the context changes over time.
- Develop an operations strategy, involving integrated production and distribution of goods, services, and information as a means to achieve competitive advantage
- Propose appropriate plans for funding the startup and continued operations of an organization.

TEXTBOOK:

J. Katz & R. Green (2009) *Entrepreneurial Small Business*, 2nd ed, McGraw Hill Higher Education.

COURSE ASSESSMENT:

Five tests (5 x 10%)	50%
Project or Interview	25%
Feasibility Study	20%
Presentation	5%

COURSE SYNOPSIS:

Week	Date	Topic	ESB
Week 1	Jan 13	Introduction	Ch. 1
	Jan 15	Ethics & Social Capital	Ch. 2
Week 2	Jan 20	Entrepreneur Characteristics	Ch. 3
	Jan 22	New Ideas	Ch. 4
Week 3	Jan 27	Test 1	
	Jan 29	Paths to Entry: Part-Time	Ch. 5
Week 4	Feb 3	Paths to Entry: Full-Time	Ch. 6
	Feb 5	Strategy	Ch. 7
Week 5	Feb 10	Business Planning	Ch. 8
	Feb 12	Industry Analysis on Idea	
Week 6	Feb 17	Test 2	
	Feb 19	Product & Pricing	Ch. 9
Week 7	Feb 24	Promotion	Ch. 10
	Feb 26	Place	Ch. 11
Week 8	Mar 3	Marketing Planning	Ch. 12
	Mar 5	Test 3	
Week 9	Mar 10	Accounting	Ch. 13
	Mar 12	Cash	Ch. 14
Week 10	Mar 17	Funding	Ch. 15
	Mar 19	Developing financials	
Week 11	Mar 24	Assets & Operations	Ch. 16
	Mar 26	Test 4	
Week 12	Mar 31	Risk	Ch. 17
	April 2	Legal	Ch. 18
Week 13	April 7	SPRING BREAK	
	April 9		
Week 14	April 14	HRM	Ch. 19
	April 16	Growth	Ch. 20
Week 15	April 21	Presentations	
	April 23		
Week 16	April 28	Presentations	
	April 30	(if required)	
Week 17	May 5 or 7	FINAL EXAM	

ASSESSMENT DETAILS:

Tests (5 x 10% = 50%)

There will be five multiple choice tests on course material scheduled in class time throughout the semester. Details on the content and format of the tests will be announced in class.

Project or Interview (25%)

Each chapter in the textbook incorporates experiential exercises, a mini case, and a longer case at the end of the textbook (listed under suggested cases). At the start of the course you will be assigned a chapter to cover in depth. You will be required to complete the exercises and both sets of case questions and then report your results to the class in the session your chapter is covered. You should be prepared to summarize the cases before providing your answers and attempt to elicit a discussion from other class members. You will also be required to provide your results in writing to the instructor at the end of the class.

OR

You may choose to interview a small business owner – either an independent or franchisee. You may use your own personal contacts, approach a business directly (politely), or use the resources of the Nevada Small Business Development Center. Your interview should cover: the history of the business and the background of the owner, the best and worst aspects of being a small business owner, the biggest challenges in the business, what has been learned about the business, and what would be done differently (in your eyes and those of the owner). Your paper should be no less than 5 pages in length (single spaced, Times 12 pt) and no more than 10 pages. It should be submitted no later than the final class on April 16. Grades will be awarded on your ability to elicit interesting (and detailed) information from your subject and relate your observations to class material.

Feasibility Study (20%)

In a group of around three students (+/- 1), you are required to complete a feasibility study for a small business idea. A sample feasibility study is presented in Appendix A of the textbook (page 101). You should attempt to follow the same topics and format wherever possible. Other examples will be provided during class. You will be graded on the feasibility of your business, the quality of your information and analysis, and the professionalism of the written document.

Presentation (5%)

The last two weeks of class will be devoted to presentations of feasibility studies. You will have twenty minutes to present your study to the class and respond to questions. An ideal format would be ten slides in ten minutes while allowing ten minutes for questions and elaboration. Your grade will be based on the professionalism of your presentation.

ADDITIONAL COURSE POLICIES:

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.”

An example of academic misconduct is plagiarism: “Using the words or ideas of another, from the Internet or any source, without proper citation of the sources.” See the “Student Academic Misconduct Policy” (approved December 9, 2005) located at: <http://studentlife.unlv.edu/judicial/misconductPolicy.html>.

Copyright

The University requires all members of the University Community to familiarize themselves 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. To familiarize yourself with copyright and fair use policies, you are encouraged to visit the following website: <http://www.unlv.edu/committees/copyright/>.

Disability Resource Center (DRC) It is important to know that over two-thirds of the students in the DRC reported that the syllabus statement, often read aloud by the faculty during class, directed them to the DRC office.

The Disability Resource Center (DRC) coordinates all academic accommodations for students with documented disabilities. The DRC is the official office to review and house disability documentation for students, and to provide them with an official Academic Accommodation Plan to present to the faculty if an accommodation is warranted. Faculty should not provide students accommodations without being in receipt of this plan.

UNLV complies with the provisions set forth in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, offering reasonable accommodations to qualified students with documented disabilities. If you have a documented disability that may require accommodations, you will need to contact the DRC for the coordination of services. The DRC is located in the Student Services Complex (SSC), Room 137, and the contact numbers are: Voice (702) 895-0866, TTY (702) 895-0652, fax (702) 895-0651. For additional information, please visit: <http://studentlife.unlv.edu/disability/>.

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance.

Appointments may be made in person or by calling 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/>