



SMALL BUSINESS MANAGEMENT

MGT-302 Section 2

Section 2: Tues/Thurs, 5:30-6:45pm, LFG102

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:

The material in this course discusses the role and growing importance of small business. It explores the arguments both for and against owning a small firm. It presents up-to-date thinking about conceiving, preparing, starting, organizing, and operating a small business. And it explains how to achieve optimum benefits from the limited resources available to small firms and how to plan for growth and succession in 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:

Meggison, LC, Byrd, MJ, Megginson, WL. (2006) Small Business Management: An Entrepreneur's Guidebook (5th Edition), McGraw-Hill Irwin, Boston.

COURSE ASSESSMENT:

Presentation	20%
End of Chapter Papers	20%
Small Business Interview	20%
Participation	20%
Final Exam	20%

COURSE SYNOPSIS:

Week	Date	Topic	Megginson
Week 1	Jan 22 Jan 24	Starting a Small Business	Ch. 1
Week 2	Jan 29 Jan 31	Family Business	Ch. 2
Week 3	Feb 5 Feb 7	Forms of Ownership	Ch. 3
Week 4	Feb 12 Feb 14	Becoming an Owner	Ch.4
Week 5	Feb 19 Feb 21	Planning for Small Business	Ch. 5
Week 6	Feb 26 Feb 28	Financing a Small Business	Ch. 6
Week 7	Mar 4 Mar 6	Developing Marketing Strategies	Ch. 7
Week 8	Mar 11 Mar 13	Promoting & Distributing	Ch. 8
Week 9		SPRING BREAK	
Week 10	Mar 25 Mar 27	Human Resources & Diversity	Ch. 9
Week 11	April 1 April 3	Employee Relations	Ch. 10
Week 12	April 8 April 10	Operations Mgt	Ch. 11
Week 13	April 15 April 17	Purchasing & Inventory Mgt	Ch. 12
Week 14	April 22 April 24	Profit Planning, Budgeting & Taxes	Ch. 13&14
Week 15	April 29 May 1	Computers in Small Business	Ch.15
Week 16	May 6 May 8	Ethics & Risk Mgt	Ch. 16 & 17
Week 17	See exam schedule	FINAL EXAM	

ASSESSMENT DETAILS:

Presentation (20%)

You are required to make a PowerPoint presentation of approximately 20 minutes in duration that reviews four recent articles pertaining to one of the weekly lecture topics. These articles should be drawn from either *Inc.* or *Entrepreneur* magazines (or from the resources of Business Week Small Biz or Fortune Small Business – see websites below). Your presentation should compare and contrast the four articles with the week's lecture material and each other. You will be assessed on your ability to provide interesting, practical, and relevant material to the class in an entertaining and compelling fashion. Presentations may be done individually or in pairs but at least one presentation must be made each week. Make sure to provide a copy of your presentation to the instructor on the day of the presentation.

Websites:

www.inc.com; www.entrepreneur.com/; money.cnn.com/smbusiness; www.businessweek.com/smallbiz

End-of-Chapter Papers (20%)

At the end of each chapter is a set of discussion questions and case questions. You are required to submit written responses to four chapters of the textbook. Your specific chapters will be assigned in the first week of class. Your answers should occupy around 1-2 pages for the discussion questions and 1-2 pages for the case questions. Each set of responses will be worth 5% of your grade and your papers will be graded for the quality of your responses. Good responses to all questions will receive 3 points, better responses will receive 4 points, and the best responses will receive 5 points. A better response will integrate chapter content into the answers, while the best responses will also draw on external information (such as articles, websites, or examples). Each paper is due in class on the discussion day for each particular chapter (i.e. Thursday).

Small Business Interview (20%)

You are required 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. Your paper should be no more than 5 pages in length and should be submitted no later than the final class on May 8. Grades will be awarded on your ability to elicit interesting (and detailed) information from your subject.

Participation (20%)

Every Thursday will be devoted to presentations and class discussion. Your participation in these classes will be noted and contribute to your final participation grade. Obviously, attending class may be important as well as making relevant and meaningful observations.

Final Exam (20%)

A comprehensive open-book take-home exam will be given in the final week. Details will be announced in class.

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) –

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/>>.*

Missed Class(es) / Student – As a general rule, a student missing a class or laboratory assignment because of observance of a religious holiday shall have the opportunity to make up missed work. Students must notify the instructor of anticipated absences by the last day of late registration, January 28, 2008, to be assured of this opportunity. Faculty may give students an additional week, but are encouraged to set a clear deadline. **NOTE:** Students who represent UNLV at any official extracurricular activity shall also have the opportunity to make up

assignments, but the student must provide official written notification to the instructor no less than one week prior to the missed class(es).

Rebelmail – By policy, faculty and staff should only e-mail students' Rebelmail accounts. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication. All UNLV students receive a Rebelmail account after admission to the university. Non-admitted students should contact the Student Help Desk at (702) 895-0761, in the Student Union Room 231, or by e-mail: studenthelp@unlv.edu. See <http://rebelmail.unlv.edu/> for information.

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. <http://writingcenter.unlv.edu/>