


## Course Syllabus – Spring 2023

	<b>Course</b>	<b>ENT 4320.501</b>
	<b>Course Title</b>	<b>SMALL BUSINESS MANAGEMENT</b>
	<b>Professor</b>	Kimberly Wright
	<b>Term</b>	Spring 2023 : <b>Jan. 18 – May 3</b> Wednesday 7:00pm – 9:45pm (In Person)

**Instructor Contact Information** - \*preferred method of contact

	Office Phone	Other Phone	Office Location	Email Addresses	Office Hours
Kimberly Wright Professor	(972) 883-TBD	(972) 814-6585	JSOM TBD (unavailable)	<a href="mailto:TBD@utdallas.edu">TBD@utdallas.edu</a>	By appointment

**General Course Information**

<b>Pre-requisites &amp; other restrictions</b>	None (3301)
<b>Course Description</b>	<p>Small Businesses are a vital part of the US economy. The entrepreneurial spirit is a strong force in the business world and accounts for over 90% of the business landscape in the United States. This course is focused on providing you with an overall view for transforming an idea into a business plan and building your own small business. The course will get you thinking like an entrepreneur. Students will learn the importance of small business and entrepreneurship in our society. Students will be expected to understand the course material, understand how to build a business plan and bring their questions and ideas into the classroom. Open discussion related to course material and real-world examples will be an important part of your learning experience. Innovative thinking, limit-pushing ideas and dialog in the class is highly encouraged. There are great (and terrible) books and social media personalities talking about entrepreneurship – be willing to share what and who inspires you, but also ready to challenge yourself to look at building a business from your unique strengths.</p> <p>The course will be structured around four elements that will be interwoven throughout:</p> <ul style="list-style-type: none"> <li>• Small Business Management – Getting started! What does it mean to be an entrepreneur and what are your motivations?</li> <li>• Understanding that an idea is not enough. You need to be prepared to gather the resources, network and create business structures to build and sustain your business.</li> <li>• The mechanics, risk and realities of starting/managing a small business. (Financing, marketing, business model and growth of your business)</li> <li>• The potential for scaling your business.</li> </ul>

<b>Learning Outcomes</b>	<p>Upon successful completion of the course, students can expect to have:</p> <ol style="list-style-type: none"> <li>1. Acquired an understanding of the elements of small business management and entrepreneurship.</li> <li>2. Meet and learn from successful small business leaders and entrepreneurs who have established or managed a small business.</li> <li>3. Be comfortable with your unique style and how to develop and execute YOUR business plan.</li> </ol>
<b>Required Texts &amp; Materials</b>	<ul style="list-style-type: none"> <li>▪ Longenecker, Justin G. (2020). <b>Small Business Management, 19e</b> (Cengage)</li> </ul>
<b>Optional Texts &amp; Materials</b>	eMyth, Strengths Finder 2.0, Find Your WHY – Simon Sinek

<b>Work Assignment</b>	<b>Due Date</b>	<b>Format</b>	<b>Length</b>	<b>Weight</b>
1. Student Survey	1/25/2023	5 question Essay	5 questions (through eLearning)	10%
2. Mid-Term Exam	3/8/2023 before 11:59pm	Multiple Choice	50 Online questions (through eLearning)	30%
3. In-class quizzes	As assigned	Essay or multiple choice	varies	10%
4. Final Exam	5/10/2023 before 11:59PM	Multiple Choice	50 Online questions (through eLearning)	30%
5. Class Participation	Each session		Attendance, Discussion of Key Concepts, Class engagement	20%
				<b>100%</b>

Written feedback will be provided on each written assignment

### Reports and Documents

- It is your responsibility to ensure you have internet access to submit deliverables by the scheduled due dates. **Deliverables must only be submitted via eLearning as appropriate. Email submission of any assignment, deliverable, or document to an instructor receives a grade of zero, no exception.**
- A late assignment will receive a grade of zero or "F", and there will be no make-up.** This policy is strictly enforced because it is an integral part of developing skills expected in the professional business community. Students are advised to have a process in place to make sure that team deliverables are submitted on time.
- Computer problems, lack of network access, and extended upload times for large documents are not acceptable excuses for late submissions. Do not submit documents a few minutes before the deadline, instead, allow yourself enough time in case there is an issue with your system, internet or document. Submitting deliverables well ahead of deadlines is the best way to avoid complications due to unexpected, last-minute problems.
- It is your responsibility to ensure submitted documents have been uploaded properly and are available online. If you have difficulty in uploading your documents, try changing the browser, clearing cookies and cache, and turning off pop-up blockers. If still unable to upload your documents, then contact JSOM helpdesk at (972) 883-5800.
- Each student is expected to communicate to their instructor any issues which they feel may affect their performance in this course.**
- Emails that do not include your name and class in the subject line will not be answered.**

**Syllabus.** This document (schedule) is subject to **change/revision** at the discretion of the professor.

**Survey.** A brief student survey/questioner in-class or via eLearning – this assignment is **ten percent (10%) of your grade.**

**Exam.** There will be two (2) exams for this class accounting for **sixty percent (60%) of your grade.** The exam will consist of multiple-choice questions offered online. Please see the [Testing Guidelines](#) and [Support Information](#) for additional information. Exam material will be directly from your textbook or select highlights from class discussion.

**Quizzes.** Quizzes will be given in class and in eLearning to support class learning, engagement and to ensure that you are keeping up with reading the chapters. Those will make up **ten percent (10%) of your grade.**

**Class Participation.** Twenty percent (20%) of your grade will be based on the quality of your preparation for and active participation in class discussions. The extent to which you are prepared to engage and drive discussion for the class's benefit will reflect favorably on your grade. If participation becomes an issue, your grade will be impacted.

**Course Outline**

SESSION DATE	SESSION TOPIC/PREPARATION	ASSIGNMENT
C1 1/18/23	<b><u>Course Introduction; Overview of Small Business Management course; Entrepreneurship &amp; Dive into Chapter 1</u></b> <b>Required Reading:</b> <ul style="list-style-type: none"> <li>▪ Syllabus</li> <li>▪ <b><u>In-class survey (5 questions)</u></b></li> <li>▪ Discussion your leadership style and what that means</li> <li>▪ Chapter 1 – The Entrepreneurial Life</li> </ul> <b>In-Class Activity:</b> Getting to know you 'quiz/survey', Discussion of class structure, rules and expectations: Introductions and Class Introductions.	<b><u>Be Present</u></b> <b><u>In-class survey/or eLearning survey**</u></b>
C2 1/25/23	<b><u>Overview of The Entrepreneurial Life &amp; Integrity, Ethics, and Social Entrepreneurship</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>▪ <b>Chapters 1&amp;2</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading, *Guest speaker* TF – Strengths & Social Entrepreneurship	<b><u>Read/review text prior to class</u></b>
C3 2/1/23	<b><u>Starting a Small Business, Franchises and Buyouts &amp; Family Business</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>• <b>Chapters 3, 4 &amp; 5</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
C4 2/8/23	<b><u>The Business Plan: Visualizing the Dream &amp; The Marketing Plan</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>• <b>Chapter 6 &amp; 7</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading: Review Chapters 1-5, *Guest Speaker* BC Business Management & Marketing	<b><u>Read/review text prior to class</u></b>
C5 2/15/23	<b><u>The Organizational Plan &amp; The Location Plan</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>• <b>Chapter 8, &amp; 9</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading: *Guest Speaker: Founder/CEOs life* JS Launching a Business	<b><u>Read/review text prior to class</u></b>
C6 2/22/23	<b><u>Understanding a Firm's Financial Statements &amp; Forecasting Financial Requirements</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>• <b>Chapter 10 &amp; 11</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
C7 3/1/23	<b><u>Financing the Small Business and Planning for the Harvest</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) <ul style="list-style-type: none"> <li>• <b>Chapter 12 &amp; 13</b></li> </ul> <b>In-Class Activity:</b> Discussion of reading/Exam Q&A	<b><u>Read/review text prior to class</u></b>
C8 3/8/23	<b>EXAM 1 – during class time – no class attendance, this time is for you to take your exam. Your Exam will be available on eLearning during class time until 11:59PM that evening.</b>	<b><u>eLearning**</u></b>
E1 3/8/23	<b><u>EXAM 1</u></b>	<b><u>eLearning**</u></b>
C9 3/15/23	<b><u>NO CLASS – Fall Break</u></b>	<b><u>No Written Assignment Due.</u></b>

<b>C10</b> 3/22/23	<b><u>Building Customer Relationships &amp; Product Development and Supply Chain Management</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 14 &amp; 15</b> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
<b>C11</b> 3/29/23	<b><u>Pricing and Credit Decisions &amp; Promotional Planning</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 16 &amp; 17</b> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
<b>C12</b> 4/5/23	<b><u>Global Opportunities for Small Business</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 18</b> <b>In-Class Activity:</b> Discussion of reading: Review Chapters 14-18	<b><u>Read/review text prior to class</u></b>
<b>C13</b> 4/12/23	<b><u>Professional Management and the Small Business</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 19</b> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
<b>C14</b> 4/19/23	<b><u>Managing Human Resources &amp; Managing Small Business Operations</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 20 &amp; 21</b> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
<b>C15</b> 4/26/23	<b><u>Managing the Firm's Assets &amp; Managing Risk</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 22 &amp; 23</b> <b>In-Class Activity:</b> Discussion of reading	<b><u>Read/review text prior to class</u></b>
<b>C16</b> 5/3/23	<b><u>Course Review – Review Material and Q&amp;A to prepare for your exam</u></b> <b>Required Reading:</b> Longenecker, Justin G. (2020). Small Business Management, 19e (Cengage) • <b>Chapter 1-23</b> <b>In-Class Activity:</b> Discussion of reading: Review for Final	<b><u>Red/review text for exam</u></b>
<b>E2</b> 5/10/23	<b><u>Final Exam – Chapters 1-23</u></b>	<b><u>eLearning**</u></b>

### Course Policies

<b>Grading (credit) Criteria</b>	<b>Grade Scale</b>	
	A+	> 96.7
	A	93.3 – 96.7
	A-	93.2 – 90.0
	B+	89.9 – 86.7
	B	86.6 – 83.3
	B-	83.2 – 80.0
	C+	79.9 – 76.7
	C	76.6 – 73.3
	C-	73.2 – 70.0
D	69.9 – 60.0	
F	<60.0	
<b>Grading Policy</b>		
Grades will be based on team and individual work assignments (WA's), exams, peer evaluation, and your attendance and contributions to class discussions. Advance preparation and enthusiastic participation in class discussions is an important part of the learning experience in this course and will be evaluated. Each student is expected to have read all assigned materials prior to the start of class and be prepared to discuss the ideas, concepts, and issues they raise. If it is determined that students are not prepared for class, pop quizzes may be instituted and factored into the student's grade as part of class participation.		

<b>Make-up Exams, Extra Credit, Special Assignments</b>	Not available.
<b>Late Work</b>	No credit for late work.
<b>Class Attendance</b>	Will be taken and included in class participation assessment. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty.
<b>Class Participation</b>	Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a> .
<b>Class Recordings</b>	<p>Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a>.</p> <p>The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.</p>
<b>Classroom Citizenship</b>	Active participation, common courtesy for others
<b>Comet Creed</b>	<p>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</p> <p><i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>
<b>Academic Support Resources</b>	The information contained in the following link lists the University’s academic support resources for all students. Please go to <a href="http://go.utdallas.edu/academic-support-resources">http://go.utdallas.edu/academic-support-resources</a> .
<b>UT Dallas Syllabus Policies and Procedures</b>	<p>The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.</p> <p>Please review the sections regarding the <a href="#">credit/no credit</a> grading option and withdrawal from class.</p> <p>Please go to <a href="http://go.utdallas.edu/syllabus-policies">http://go.utdallas.edu/syllabus-policies</a> for these policies.</p>

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.