

**SCHOOL OF BUSINESS & MANAGEMENT SCIENCES
INDIANA PURDUE UNIVERSITY-FORT WAYNE**

**W490-01
COURSE SYLLABUS**

COURSE: Small Business Management # 24041 - **SEMESTER:** Fall 2006
CLASS ROOM: KT 245 **CLASS TIME:** Thursdays 6:00-8:45pm
INSTRUCTOR: Dr. Bill Todorovic **OFFICE PHONE:** 481-6940
OFFICE HOURS: Mondays 4:30-5:50 p.m. **E-MAIL:** todorovz@ipfw.edu
(or by appointment) **WEBSITE:** <http://users.ipfw.edu/todorovz/>

COURSE PREREQUISITES: Per SBMS requirements or with permission of professor.
TEXTS: Justin Longenecker, Carlos Moore, William Petty, *Small Business Management, An Entrepreneurial Emphasis, 14th ed.* (Thompson South-Western.)
OTHER READINGS: (1) Other readings (online and/or hard copy) as assigned by the instructor.

Course Objectives	Related Program Goals
Introduce students to the world of small business, entrepreneurship and new venture development	To understand and be able to integrate fundamental principles of theory and practice in a dynamic environment
Develop skill set needed to manage a small businesses, incorporating the concepts of entrepreneurial strategy, small business marketing and financial management.	
Provide students with the skill necessary to develop business plans	To gain entrepreneurship / small business specific training
Impress the importance of entrepreneurial philosophy in new venture development	
Develop a framework for critically evaluating the contributions of others	To be able to demonstrate effective communication and appreciate the role and importance of teamwork
Discover the importance of ethics in entrepreneurship	

COURSE REQUIREMENTS

Managing a small business is different than managing a large enterprise. Gaining a deeper understanding of small business entrepreneurial environment will allow students to be more effective in their future pursuits. Although being a part of a small business, or becoming an entrepreneur is highly rewarding, all students taking this course will gain skills that will benefit their personal and professional development, regardless of the type of the business environment they end up in.

This course is designed to help prepare students for the challenges of today's business environment. Professional behavior by the students, including timely material completion, regular attendance and participation is expected.

Policies for Attendance, Participation, and Assignments:

Attendance at all class sessions is expected, but it is required on those days an assigned case is discussed in class. Absence from class on case discussion days is a serious matter and should be discussed with your instructor, since roll may be taken on case discussion days for participation credit.

If you must miss class discussion of an assigned case, you are required to turn in a completed case preparation report that will provide detailed analysis of the case, problems, causes, alternatives and recommendations. The make-up work for the missed case discussions is due no later than the following class period (except by prearranged consent of the instructor). Failure to satisfactorily complete and hand in the “make-up” work at the next class meeting will result in a 2-point penalty deduction from your overall course average for each case discussion absence without a satisfactorily-completed written make-up (thus if your final average is an 80 and you have three unmade-up absences from case discussions, your final average will be reduced to 74). Absences from class discussions of cases, even if made up by turning in completed case preparation reports or written answers to the assignment questions, will be penalized at the discretion of the instructor.

Participation

Participation in the course is crucial element of learning. To be fair to those who participate in class discussions, participation composes 25% of the final course grade. Participation mark will be ascertained at the discretion of the instructor using the following template:

- Highest category (A): Attended and contributed substantive amount to the class discussion (Substantive amount is defined as the amount that generated significant further discussion in the class). A person in this category would have provided presenting groups useful in-depth feedback
- High Category (B) Attended and contributed to class discussion
- Medium Category (C) Attended the class
- Low Category(D) Did not attend the class

BUSINESS PLAN OR CRITICAL ANALYSIS REPORT – HAND IN ASSIGNMENT

Working in groups assigned by the instructor, students have a choice of developing a viable business plan or do critical analysis of an existing entrepreneurial venture or small business. Either report shall be in the format of a business plan (which will be discussed in class), and will be of quality representative of a fourth year business class. The report will be evaluated on its ability to attract funding. An “A” report will show strong potential to attract corporate or venture funding, a “B” report will have minor editorial changes or issues, while a “C” report will present an exciting idea that needs more development. More information will be provided in class.

Oral Team Presentations:

Oral presentations consist of a 20-minute presentation followed by a 10-minute question-answer session. You and your team members should assume the role of entrepreneurs seeking funding for your venture. All team members are expected to make roughly equal contributions to the presentation, both the formal 20-minute presentation and the 10-minute Q&A portion.

All presentations should incorporate the use of attractive, effective PowerPoint slides.

Your grade on the presentation will be based on six factors:

1. The clarity and thoroughness with which your team identifies and articulates the problems facing the company and the issues which management needs to address
2. The caliber (depth and breadth) of your team's analysis of the company's situation and demonstrated ability to use the concepts and tools of strategic analysis in a competent fashion
3. The breadth, depth, and practicality of your team's recommendations, degree of detail and specificity of recommended actions, caliber of supporting arguments
4. The caliber of your PowerPoint slides
5. The degree of preparation, professionalism, energy, enthusiasm, and skills demonstrated in delivering your part of the presentation
6. Your personal contributions to your team's answers to the questions posed by the class—how well you defend and support your team's analysis and recommendations during the Q&A period. Every team member is expected to answer at least one question posed by the class (or else there is no individual contribution for the instructor to grade!!!!!!).

Appropriate dress for presenters is business casual.

Grading Format

Exams 1 and 2	40%
Participation	25%
Critical Analysis (Group Work)	35%
(Report 25%)	
(Presentation 10%)	

GRADING SCALE

A = 90-100% B = 80-90% C = 70-80% D = Less than 70%

Other:

Students are responsible for all the material in the textbook, cases and classroom discussions. Students are expected to check the website 24 hours before each class. Website will be used to communicate any changes in topics, meeting times or events. As much as all effort has been made to describe W490 in this syllabus, this syllabus is subject to change at the sole discretion of the instructor.

Enjoy the Journey.

Course Outline

Week	Activity	
1	Introduction to the Course Review of Case Analysis Method to be used in this course <u>Chapters 1 and 2: Entrepreneurship and Entrepreneurial Integrity</u>	17-Jan-08
2	<u>Chapter 3, 4 and 5 Different Business Opportunities</u>	24-Jan-08
3	Case - Boston Duck Tours; Video Case: Record Technology	31-Jan-08
4	<u>Chapters 6 and 7: Business and Marketing Plan</u> Case - Adgrove.Com, Inc Video Case: Fast Signs	7-Feb-08
5	<u>Chapters 8 and 9: Organization and Location Plan</u> Video Case: Sundance Catalog Case - Silver Zephyr Restaurant	14-Feb-08
6	<u>Chapters 10, 11 and 12: Financial Aspects of Business Plans</u> Case - Tires Plus	21-Feb-08
7	<u>Exam 1 - Chapters 1-12;</u> <u>Chapter 13 and 14 Customer Relations and Product Distribution</u> Video Case: We'll show you the money Case - Every Customer Counts	28-Feb-08
8	Group Work - Projects (informal class meet)	6-Mar-08
9	Spring recess - no class	13-Mar-08
10	<u>Chapters 15, 16 and 17: Pricing and Promotion and the Global Picture</u> Video Case: NoUVIR Case - Solid Gold Health Products for Pets Case - Sunny Designs (time-permitting)	20-Mar-08
11	<u>Chapter 18, 19 and 20: Managing Human Resources</u> Video Case: Gadabout Salon and Spa Case - Gibson Mortuary	27-Mar-08
12	Group Meet - Informal Class Time	3-Apr-08
13	<u>Chapter 21, 22 and 23: Managing Risk Assets and Performance</u> Video Case: Katz Deli Open Discussion, casual atmosphere, refreshments	10-Apr-08
14	Group Work - Projects (informal class meet)	17-Apr-08
15	<u>Exam 2 - Chapters 13-23;</u>	24-Apr-08
16		1-May-08

Final presentations (Final Reports Due)