

Sul Ross State University – Rio Grande College  
MGMT 4314 – Small Business Management – WEB Course – SSII – 2017

Instructor: Dr. Edison P. Moura  
Office: Del Rio Faculty Office Building # 203  
Office Phone: 830-703-4840  
Office Hours: By Appointment  
Email: [emoura@sulross.edu](mailto:emoura@sulross.edu)

Textbook: Small Business Management – 7<sup>th</sup> Edition  
Authors: Mary Jane Byrd & Leon C. Megginson  
Publisher: McGraw-Hill Irwin. ISBN: 978-0-07-802909-7

**Course Description:**

This course will introduce you to entrepreneurship and business planning. By way of introduction, the word *entrepreneur* originates from the French word *entreprendre*, meaning to undertake. Today, we define an entrepreneur as an owner or manager of a business enterprise who attempts to make profits by starting and growing his or her business. In earnest, entrepreneurs are a diverse group of risk-takers who share the same goal of cultivating ideas and developing them into viable business opportunities.

Take a quick look at the statistics below to get a sense for some of the (potentially surprising) qualities that have been attributed to entrepreneurs:

According to a recent report by the US Census, every day approximately 2,356 Americans are becoming entrepreneurs by starting new businesses.

According to 2006 report from Northeastern University's School of Technological Entrepreneurship, 62% of entrepreneurs in the US claim *innate drive* as the number one motivator in starting their business.

According to a January 2008 report by the Global Entrepreneurship Monitor, women run 33% of small businesses.

Lastly, according to an October 2006 report by Northeastern University's School of Technological Entrepreneurship, 42% of entrepreneurs say they launched their first ventures during childhood (i.e., via a lemonade stand, paper route, etc.).

**Learning Outcomes (SLOs)**

Upon successful completion of this course, you will be able to:

1. Analyze the entrepreneurial process through which business ideas are evaluated.
2. Identify the characteristics of successful entrepreneurs.
3. Identify and describe strategies for supporting entrepreneurship.
4. Distinguish between business ideas and opportunities.
5. Explain how to finance business ventures, and
6. Identify and describe teambuilding dynamics.

Evaluation Policy:

There will be two multiple-choice exams with the following points and percentage distribution:

Exam 1: ..... 100 points @ 50% of total grade

Exam 2: ..... 100 points @ 50% of total grade

Total = 100%

Questions for the two exams will come from the assigned chapters, PPTs, videos and articles.

Grading Policy:

|     |        |     |       |
|-----|--------|-----|-------|
| A = | 90-100 | D = | 60-69 |
| B = | 80-89  | F = | 0-59  |
| C = | 70-79  |     |       |

### Blackboard and Online Access

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This is a web-based course. Students will need an active Sul Ross e-mail account to access the course website through Blackboard. This site will have announcements, **PPTs** (which will be posted on a weekly basis on the “Power Points” link), and other course materials and information. Students will need reliable internet access in order to participate in this class and receive a passing grade.

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ADA (Americans with Disabilities Act)

*Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility services. RGC students seeking accessibility services must contact Kathy Biddick - [kbiddick@sulross.edu](mailto:kbiddick@sulross.edu) - 830-279-3003*

*Distance Education Statement:* Students enrolled in distance education courses have equal access to the university’s academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students’ identities and to protect students’ information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Course Outline – MGMT 4314 – Small Business Management – WEB Course – Summer II – 2017

Week of:

July

July 6: Chapter 1: Starting your Small Business

July 10: Chapter 2: Family-Owned Business  
Chapter 3: Forms of Ownership of Small Business

**July 17: Exam One: Chapters 1, 2, & 3 will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.**

July 18: Chapter 4: Maintaining Good Government Relations and Business Ethics  
Chapter 5: Becoming the Owner of a Small Business

July 24: Chapter 8: Developing Marketing Strategies  
Chapter 9: Promoting and Distributing

July 31: Chapter 11: How to Maintain Relationships with Your Employees and Their Representatives.

August

**August 7: Final Exam: Chapters 4, 5, 8, 9 & 11 will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.**

If, at any point during the course, the schedule needs to be adjusted, the changes will be announced as soon as possible via email and on the Blackboard.