

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MGT 4362
SMALL BUSINESS MANAGEMENT
SPRING 2022
TTH 12:30-1:45 BAB 317**

INSTRUCTOR: Clark Nussbaum
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OFFICE HOURS: TTH 2-5
Times by Appointment
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PROGRAM LEARNING OUTCOMES:

- **Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.
- **Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.
- **Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports
- **Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.
- **STUDENT LEARNING OUTCOMES:**
 - SLO1 - Analyze and solve Business problems across major business functions, using fundamental business principles and strategies
 - SLO 2 Communicate business information through written, oral and other delivery processes
 - SLO 3 Identify and understand the impact of ethical and social responsibility issues in business

TEXT: Small Business Management 8th edition Mary Jane Bryd
McGraw-Hill Publishers Connect ISBN: 9781259538988
Connect is not necessary
I STRONGLY ENCOURAGE YOU TO OBTAIN THE BOOK.

GRADE:	The grade for this course will be:	1 EXPERIENTIAL	40
		11 CASE STUDIES	330
		4 EXAMS	360
		FINAL EXAM	100
		ATTENDANCE	<u>140</u>
			970

No make-up exams or extra credit will be given.

ATTENDANCE: The attendance policy as outlined in the Sul Ross catalog will be followed. Excessive absences could cause a student to be dropped with an “F”.

ACADEMIC HONESTY: You are expected to do your own work on any assignment and test. If a student is caught cheating, a grade of zero will be assigned to that work.

INSTRUCTOR EXPECTATIONS: You are expected to approach this class in a professional manner. This means coming to class regularly, on time and prepared to participate. Your primary goal as a student is to obtain an education and acquire certain skills to enable you to be productive and competitive in your chosen field. Do not waste your time, your classmates time, or my time by not giving 100% of your efforts.

SRSU Disability Services:

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartze Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mschwartz@sulross.edu

Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires your LobID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

ACADEMIC GRIEVANCE PROCEDURE: Should you have a problem or concern, it is important that you follow the chain-of-command in addressing your problem. The chain-of-command, in order of who you would see first, is as follows: (1) Instructor (2) Chair (3) Dean of Professional Studies (4) Provost and Vice-President of Academic Affairs and (5) President.

COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments. Writing assignment will be the Case Studies at the end of the chapter.

MGT 4362 SMALL BUSINESS MANAGEMENT			
Chapter	Topic	CASE STUDIES	
	INTRODUCTION TO COURSE		1/11/2022
SECTION 1	THE DYNAMIC ROLE OF SMALL BUSINESS		
1	STARTING YOUR SMALL BUSINESS	CASE 1.1 PG 27 1/20/2022	1/13/2022
2	FAMILY OWNED BUSINESSES		1/18/2022
3	FORMS OF OWNERSHIP OF SMALL BUSINESSES	CASE 3.2 PG 70 1/27/2022	1/20/2022
4	MAINTAINING GOOD GOV'T RELATIONS & BUSINESS ETHICS	CASE 4.2 PG 89 2/3/2022	1/25/2022 1/27/2022
	TEST 1 CH 1-4		2/1/2022
SECTION 2	HOW TO PLAN & ORGANIZE A BUSINESS		
5	CREATE, BUY, OR FRANCHISE A SMALL BUSINESS	CASE 5.3 PG 123 2/9/2022	2/3/2022
6	PLANNING, ORGANIZING, AND MANAGING A SMALL BUSINESS		2/8/2022
7	HOW TO OBTAIN THE RIGHT FINANCING FOR YOUR BUSINESS		2/10/2022 2/15/2022
	TEST 2 CH 5-7		2/17/2022
SECTION 3	HOW TO MARKET GOODS & SERVICES		
8	DEVELOPING MARKETING STRATEGIES	CASE 8.1 PG 214 2/25/2022	2/22/2022
9	PROMOTING AND DISTRIBUTING	CASE 9.2 PG 242 3/4/2022	2/24/2022 3/1/2022
	TEST 3 CH 8 & 9		3/3/2022
	SPEAKERS		3/15/2022 3/17/2022 3/22/2022
SECTION 4	HOW TO ORGANIZE, MANAGE & OPERATE THE BUSINESS		

10	HOW TO OBTAIN & MANAGE HUMAN DIVERSITY IN SMALL COMP		3/24/2022
11	HOW TO MAINTAIN RELATIONSHIPS W/YOUR EMPLOYEES	CASE 11.1 PG 299 3/31/2022	3/29/2022
12	OBTAINING & LAYING OUT OPERATING FACILITIES	CASE 12.2 PG 323 4/7/2022	3/31/2022
13	PURCHASING, INVENTORY & QUALITY CONTROL		4/5/2022 4/7/2022
	TEST 4 CH 10-13		4/12/2022
SECTION 5	BASIC FINANCIAL PLANNING AND CONTROL	EXPERIENTIALS PG 367 4/19/2022	
14	BASIC FINANCIAL PLANNING	CASE 14.2 PG 367 4/19/2022	4/14/2022
15	BUDGETING & CONTROLLING OPERATIONS & TAXES	CASE 15.1 PG 394 4/21/2022	4/19/2022
16	RISK MANAGEMENT, INSURANCE & CRIME PREVENTION	CASE 16.2 PG 416 4/26/2022	4/21/2022 4/26/2022
	TEST 5 CH 14-16 FINAL 10:15=12:15		5/4/2022
	LAST DAY TO DROP WITH A "W"		3/28/2022