

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MGT 4362
MANAGEMENT OF SMALL BUSINESS
SPRING 2024
TTH 12:30-1:45 BAB 305**

INSTRUCTOR: Clark Nussbaum
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COURSE DESCRIPTION: This course offers a practical approach to planning organizing and running a small business. It explains how to achieve optimum benefits from the limited resources available to small firms as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business. The focus is on the start-up and operation of small business. Through the creation of a business plan the student will examine the functions of business as they pertain to small business endeavors.

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 VIDEO PRESENTATION	140
		10 CASE STUDIES	300
		4 EXAMS	360
		FINAL EXAM	100
		ATTENDANCE	<u>100</u>
			1000

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 Alpine Disability Services:

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the 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. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU’s Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez, at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, 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		1/18
SECTION 1	THE DYNAMIC ROLE OF SMALL BUSINESS		
1	STARTING YOUR SMALL BUSINESS	CASE 1.1 PG 27 1/31	1/23
2	FAMILY OWNED BUSINESSES		1/25
3	FORMS OF OWNERSHIP OF SMALL BUSINESSES	CASE 3.2 PG 70 2/2	1/30
4	MAINTAINING GOOD GOV'T RELATIONS & BUSINESS ETHICS	CASE 4.2 PG 89 2/14	2/1
	TEST 1 CH 1-4		2/6
	PROJECT PLANNING		2/8 2/13
SECTION 2	HOW TO PLAN & ORGANIZE A BUSINESS		
5	CREATE, BUY, OR FRANCHISE A SMALL BUSINESS	CASE 5.3 PG 123 2/21	2/15
6	PLANNING, ORGANIZING, AND MANAGING A SMALL BUSINESS		2/20
7	HOW TO OBTAIN THE RIGHT FINANCING FOR YOUR BUSINESS		2/22 2/27
	TEST 2 CH 5-7		2/29
SECTION 3	HOW TO MARKET GOODS & SERVICES		
8	DEVELOPING MARKETING STRATEGIES	CASE 8.1 PG 214 3/7	3/5
9	PROMOTING AND DISTRIBUTING	CASE 9.2 PG 242 3/24	3/7 3/19
	TEST 3 CH 8 & 9		3/21
SECTION 4	HOW TO ORGANIZE, MANAGE & OPERATE THE BUSINESS		
10	HOW TO OBTAIN & MANAGE HUMAN DIVERSITY IN SMALL COMP		3/26
11	HOW TO MAINTAIN RELATIONSHIPS W/YOUR EMPLOYEES	CASE 11.1 PG 299	3/28

		4/4	
12	OBTAINING & LAYING OUT OPERATING FACILITIES	CASE 12.2 PG 323 4/8	4/2
13	PURCHASING, INVENTORY & QUALITY CONTROL		4/4
	TEST 4 CH 10-13		4/9
	PROJECT PLANING		4/11
SECTION 5	BASIC FINANCIAL PLANNING AND CONTROL		
14	BASIC FINANCIAL PLANNING	CASE 14.2 PG 367 4/27	4/16
15	BUDGETING & CONTROLLING OPERATIONS & TAXES	CASE 15.1 PG 394 5/1	4/18
16	RISK MANAGEMENT, INSURANCE & CRIME PREVENTION		4/23 4/25
	PRESENTATIONS		4/30
	TEST 5 CH 14-16 FINAL		TBA
	LAST DAY TO DROP WITH A "W"		4/12