

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MGT 4362
SMALL BUSINESS MANAGEMENT
SUMMER 2024 JULY 8TH – AUGUST 14TH
ONLINE**

INSTRUCTOR: Clark Nussbaum
OFFICE PHONE: 432-837-8066 or 432-837-8073
CELL: 432-386-0722
OFFICE: MAB 309C
OFFICE HOURS:
Times by Appointment
clark.nussbaum@sulross.edu

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:	BUSINESS REPORT	110
		11 CASE STUDIES	330
		4 EXAMS	360
		FINAL EXAM	<u>100</u>
			900

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”. Since this is an online course, I need to see that you are engaging and completing assignments in a timely manner.

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:

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 Schwartze 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 LoboID 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).

For Remote/Online Courses Only – SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university’s academic support services, such as library resources, 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. 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. Directions for filing a student complaint are located in the student handbook.

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.

The business report should be about 3-4 pages. Interview a small business owner. Write about their history. Write about their successes and failures. Then give me your SWOT analysis concerning this business.

MGT 4362 SMALL BUSINESS MANAGEMENT				
	Chapter	Topic	CASE STUDIES	
	SECTION 1	THE DYNAMIC ROLE OF SMALL BUSINESS		
	1	STARTING YOUR SMALL BUSINESS	CASE 1.1 PG 27	
	2	FAMILY OWNED BUSINESSES		
	3	FORMS OF OWNERSHIP OF SMALL BUSINESSES	CASE 3.2 PG 70	
	4	MAINTAINING GOOD GOV'T RELATIONS & BUSINESS ETHICS	CASE 4.2 PG 89	
		TEST 1 CH 1-4		
	SECTION 2	HOW TO PLAN & ORGANIZE A BUSINESS		
	5	CREATE, BUY, OR FRANCHISE A SMALL BUSINESS	CASE 5.3 PG 123	
	6	PLANNING, ORGANIZING, AND MANAGING A SMALL BUSINESS		
	7	HOW TO OBTAIN THE RIGHT FINANCING FOR YOUR BUSINESS		
		TEST 2 CH 5-7		

SECTION 3	HOW TO MARKET GOODS & SERVICES		
8	DEVELOPING MARKETING STRATEGIES	CASE 8.1 PG 214	
9	PROMOTING AND DISTRIBUTING	CASE 9.2 PG 242	
	TEST 3 CH 8 & 9		
SECTION 4	HOW TO ORGANIZE, MANAGE & OPERATE THE BUSINESS		
10	HOW TO OBTAIN & MANAGE HUMAN DIVERSITY IN SMALL COMP		
11	HOW TO MAINTAIN RELATIONSHIPS W/YOUR EMPLOYEES	CASE 11.1 PG 299	
12	OBTAINING & LAYING OUT OPERATING FACILITIES	CASE 12.2 PG 323	
13	PURCHASING, INVENTORY & QUALITY CONTROL		
	TEST 4 CH 10-13		
SECTION 5	BASIC FINANCIAL PLANNING AND CONTROL		
14	BASIC FINANCIAL PLANNING	CASE 14.2 PG 367	
15	BUDGETING & CONTROLLING OPERATIONS & TAXES	CASE 15.1 PG 394	
16	RISK MANAGEMENT, INSURANCE & CRIME PREVENTION	CASE 16.2 PG 416	
	TEST 5 CH 14-16 FINAL		
7/26/21	LAST DAY TO DROP WITH A "W"		