Course Syllabus

MGTR4362. Management of Small Business

Fall 2025

Instructor	Dr. Eduardo Russo
Office Hours	By appointment
Office Location	Rio Grande College of Business. Amy St. Building.
Telephone	(830) 279-3032
Email Address	eduardo.russo@sulross.edu or by Blackboard
Class Schedule	Wednesdays from 6:00 pm to 8:45 pm (CST)
Classroom Location	Virtual
Required Readings	Bryd, M. J. (2018). *Small business management* (8th ed.). McGraw-Hill. (ISBN 9781259538988)

Official Communication

The University and I will send all official communication to your Sul Ross email account. Therefore, you must check your email regularly for any updates. If you have any questions or comments, feel free to email me. Please make sure to include in your message your full name and the course you are inquiring about.

Instructor

Dr. Eduardo Russo is a Tenure-Track Assistant Professor of International Business at the Rio Grande College of Business, Sul Ross State University, and an Associate Researcher at The COPPEAD Graduate School of Business, Federal University of Rio de Janeiro (COPPEAD/UFRJ). At these institutions, he is actively engaged in research, extension, and teaching activities focused on innovation, entrepreneurship, sustainability, and international business. Eduardo earned his PhD in Business Administration from COPPEAD/UFRJ, followed by a Post-Doctorate at the same institution. He also holds a Master's Degree in International Management from IAE-Bordeaux, France, along with dual Bachelor's Degrees in Economics and Defense and International Strategic Management from North Paraná University and UFRJ, respectively. His academic excellence is further highlighted by numerous certifications and honors in business and international studies. With nearly a decade of academic experience, Eduardo has served as a Coordinator and Academic Collaborator for various programs at Alumni COPPEAD Business School and has taught undergraduate and graduate courses in logistics, marketing, business, and international relations at both public and private educational institutions. His international experience spans Brazil, France, the United Kingdom, Mexico, and the USA. Before transitioning to academia, Eduardo gained valuable experience in the international logistics sector, working with both national and foreign companies in the Oil & Gas industry. Driven by a passion for knowledge creation and dissemination, Eduardo dedicates much of his time to mentoring young students aspiring to academic careers and assisting organizations and individuals in succeeding in the global market.

Course Presentation

MGTR4362: Management of Small Business. This course provides a practical approach to the planning, organizing, and operation of small businesses, focusing on how to maximize the benefits of limited resources. Students will explore key concepts related to starting and managing a small business, including the development of a comprehensive business plan. The curriculum addresses critical topics such as ownership structures, financing options, marketing strategies, and the importance of ethical considerations in business practices. Through interactive discussions, students will gain insights into the unique challenges and opportunities faced by small business owners. By the end of the course, students will be equipped with the skills and knowledge necessary to effectively manage and grow small enterprises, preparing them for successful careers in entrepreneurship and small business management.

Student Learning Outcomes of the Program

By the end of the course, students are expected to be able to:

1. Analyze and solve small business challenges across key business functions, applying fundamental principles and strategies.

2. Communicate information related to small business operations through written, oral, and other delivery processes.

3. Identify and understand the ethical and social responsibility issues that affect small businesses.

Marketable Skills

By the end of the course, students are expected to develop the following skills:

1. Students will apply the principles of business to the management of existing businesses or the creation of new businesses.

2. Students will use appropriate information from research and analysis to make informed decisions.

3. Students will be able to write business correspondence, including letters, emails, reports, and resumes.

4. Students will be able to make effective oral presentations to both professional and general audiences.

Course Requirements and Grading

Requirement	Weight	Final Score
Attendance and Participation	20%	A = 90 to 100
Midterm Assignment	20%	B = 80 to 89
Group Assignment	30%	C = 70 to 79
Final Exam	30%	D = 60 to 69
Total	100%	F = 59 and below

Group Assignment Instructions

This assignment will provide students with the opportunity to apply the principles of small business management learned throughout the course to a real-world business scenario. For this activity, the class will be divided into groups of 5 or 6 students who will collaborate over the semester to create and present a comprehensive business plan for a selected small business or startup. Each group must choose an existing small business or conceptualize a new venture within a specific industry and develop a detailed business plan that includes an analysis of the market environment, identification of key operational challenges, and recommendations for sustainable growth. The business plan should cover essential areas such as market analysis, competitive positioning, financing strategies, marketing tactics, and operational management. Additionally, students should consider the ethical implications and social responsibilities associated with running a small business.

The evaluation criteria for the group assignment will focus on several key areas: the depth and relevance of research conducted on the chosen business and industry; the clarity and feasibility of the proposed business strategies; a thorough analysis of the market conditions and competitive landscape; an understanding of the operational challenges faced by small businesses; the professionalism and effectiveness of the presentation, including the use of visual aids; and evidence of effective collaboration and equitable distribution of tasks among group members.

Technology Help

For most technology issues, start by visiting the Lobo Technology Assistance Center (LTAC). You can find a quick link to this site on our home page under the "My SRSU" tab. For specific assistance with any aspect of Blackboard, including issues with online exams, reach out to our Blackboard administrators in Alpine at 432-837-6055.

SRSU Distance Education Statement

All students, whether enrolled in online or face-to-face courses, have equal access to the university's academic support services, including library resources, online databases, and instructional technology support. For more information on accessing these resources, please visit the SRSU website. Students are encouraged to communicate using their Sul Ross email accounts and submit assignments through Blackboard, which requires a secure login. All students at Sul Ross are expected to adhere to policies regarding academic honesty and appropriate conduct as outlined in the student handbook. Additionally, students in web-based courses must ensure they have the necessary equipment and software as specified on the SRSU website. Instructions for filing a student complaint can also be found in the student handbook.

ADA Statement

Sul Ross State University (SRSU) is committed to ensuring equal access in compliance with the Americans with Disabilities Act of 1973. SRSU provides reasonable accommodations to students with documented disabilities. Students are responsible for initiating a request for accommodations each semester for each class. To seek accessibility services, please contact Mrs. Mary Schwartze Grisham, LPC, the Director of Accessibility Services, at 432-837-8203 or via email at mschwartze@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.

Counseling

Sul Ross has partnered with TimelyCare to provide all SR students with access to nine free counseling sessions. For more information about this 24/7 support service, please visit Timelycare/SRSU. Additionally, the SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall, room 112 (Alpine campus), as well as telehealth Zoom sessions for remote and RGC students.

Libraries

The Bryan Wildenthal Memorial Library in Alpine provides FREE resources and services to the entire SRSU community. You can access and borrow books, articles, and more by visiting the library's website at library.sulross.edu/. Please note that off-campus access requires logging in with your LobolD and password. Our librarians are an invaluable resource for your coursework and can be contacted in person, via email at srsulibrary@sulross.edu, or by phone at 432-837-8123.

Regardless of your location, public libraries, as well as many academic and special libraries, welcome the general public for study purposes. SRSU TexShare Cardholders have access to additional services and resources at various libraries across Texas. To learn more about the TexShare program, visit library.sulross.edu/find-and-borrow/texshare/ or reach out to a librarian by emailing srsulibrary@sulross.edu.

New for Fall 2023: Mike Fernandez, SRSU Librarian, is now based in Eagle Pass (Building D-129) to provide specialized library services to students, faculty, and staff. Take advantage of free services such as InterLibrary Loan (ILL) and ScanIt to have materials delivered to your home or via email.

Academic Integrity

Students in this class are expected to exhibit scholarly behavior and uphold academic honesty in their use of intellectual property. Scholars should be punctual, prepared, and focused, with meaningful and relevant participation encouraged. Examples of academic dishonesty include, but are not limited to, the following: submitting work as original that has been used in whole or in part for another course or professor; presenting another person's work as one's own; copying from professional works or internet sources without proper citation; and collaborating on a course assignment, examination, or quiz when collaboration is prohibited.

Classroom Climate and Respect

This class is committed to fostering an environment that encourages free expression, critical inquiry, and open discussion of ideas. It is essential that we all contribute to creating and maintaining a culture of tolerance, civility, and respect for diverse viewpoints. We must also learn to engage in probing discussions, express disagreements, and challenge ideas without resorting to intimidation, harassment, or personal attacks. No one has the right to harass, belittle, or discriminate against others based on race, religion, ethnicity, age, gender, national origin, or sexual orientation. We will not shy away from discussing politically sensitive topics, recognizing that such conversations are vital for growth and understanding.

Copyright Notice

All lectures and course materials, including PowerPoint presentations, tests, outlines, and similar resources, are protected by copyright. The Professor retains exclusive ownership of the copyright for the materials they create. You are permitted to take notes and make copies of course materials for your personal use. However, you may not reproduce or distribute lecture notes and course materials publicly, whether for a fee or not, without the Professor's express written consent. Likewise, you hold the copyright to your original papers and exam essays.

Generative AI Use Policy

Generative AI tools, including large language models (LLMs), are permitted for coursework only if students declare in every assignment which AI tool(s) were used, the exact extent of AI involvement (the proportion of content produced or substantially assisted by AI), and the purposes for which the AI was used. The declaration must appear in a clearly labeled AI Usage Disclosure section of the submission. Non-disclosure or incomplete disclosure constitutes a violation of academic integrity, and instructors may request access to prompts, outputs, or other records to verify compliance. Students remain responsible for ensuring the submitted work reflects their own understanding.

Course Schedule: MGTR4362. Management of Small Business

Session	Date	Topic	Readings/Preparation
01	Aug 27, 2025	Course Presentation	Course Syllabus
02	Sep 3, 2025	Starting Your Small Business	Textbook Chapter 1
03	Sep 10, 2025	Family-Owned Businesses	Textbook Chapter 2
04	Sep 17, 2025	Forms of Ownership of Small Businesses	Textbook Chapter 3
05	Sep 24, 2025	Government Relations and Business Ethics	Textbook Chapter 4
06	Oct 1, 2025	Create, Buy, or Franchise a Small Business	Textbook Chapter 5
07	Oct 8, 2025	Planning, Organizing, and Managing a Small Business	Textbook Chapter 6
08	Oct 15, 2025	**Midterm Exam**	N/A
09	Oct 22, 2025	Financing for Your Business	Textbook Chapter 7
10	Oct 29, 2025	Developing Marketing Strategies	Textbook Chapter 8
11	Nov 5, 2025	Promoting and Distributing	Textbook Chapter 9
12	Nov 12, 2025	Human Resources and Diversity in Small Companies	Textbook Chapter 10
13	Nov 19, 2025	Laying Out Operating Facilities	Textbook Chapter 12
14	Nov 26, 2025	Purchasing, Inventory, and Quality Control	Textbook Chapter 13
15	Dec 3, 2025	**Groups Presentation**	N/A
16	Dec 10, 2025	**Final Exam**	N/A