Small Business Strategy

Course Description: 3 sem. hrs. This course will focus on both the entrepreneurial aspects and the ongoing management of a small business enterprise, with a focus on achieving and sustaining competitive advantage as a small organization. This course generally defines a small business as one that has fewer than 100 employees, has a target customer in close proximity to its bricks-and-mortar operations, and where only one or a few individuals had provided the original startup financing. This course will focus on the leadership, decision-making, management, marketing, financial controls and other mission-critical processes that ensure a successful startup and ongoing health of a small business enterprise.

Course Prerequisites: MGMT 3312 and/or Permission of Instructor

Learning Objectives: By the end of this course, the students will be able to:

- Understand the various function that are associated with the management of an ongoing small business enterprise. (BBA Goal 2, Objective 1 & 2).
- Demonstrate the ability to analyze a small business, its competitive environment and its broader external environment, such as direct competitors, suppliers, customers, and governmental regulations. (BBA Goal 2, Objective 3).
- Analyze the marketing, management and financial aspects of an ongoing small business, and be able to articulate the knowledge and skills to necessary to manage the enterprise. (BBA Goal 2, Objective 1 and 3).
- Understand, analyze and evaluate a business plan for an ongoing small business. (BBA Goal 2, Objective 1, 2 & 3).

Major Course Requirements:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Percentage of final grade</th>
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</thead>
<tbody>
<tr>
<td>Quizzes (10 @ 25 points each)</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Exam (Mid-term)</td>
<td>150</td>
<td>15%</td>
</tr>
<tr>
<td>Individual Business Idea</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Team Business Project: Presentation</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Team Business Project: Proposal Plan</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Team Business Project: Video &amp; Application</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100%</td>
</tr>
</tbody>
</table>
Grade Determination:
A 90-100% (900 – 1000 points), B 80-89.99% (800 – 899 points), C 70-79.99% (700 – 799 points), D 60-69.99% (600 – 699 points), F 0-59.99% (0 – 599 points)

Required Materials:

Websites Used:
Blackboard https://bb9.tamucc.edu/
Buc Days Idea Challenge https://www.bucdaysideaschallenge.com/

Major Field Test (MFT)
The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

Grading Policies:

Quizzes – There will be 10 quizzes, worth 25 points each, for a total of 250 points (25% of final grade) schedule on a weekly basis as identified on the Course Schedule. Quizzes are intended to test comprehension of material covered in lecture and chapter readings – and are to be taken online via the Quizzes link on Blackboard.

Exam – There will be 1 exam (mid-term), worth 150 points (15% of final grade), which will test student comprehension of all course material covered by the date of the exam. The Exam is to be taken via the Exam link on Blackboard at the date/time identified on the Course Schedule.

Individual Business Idea – Students are required to submit an individual new business idea, worth 100 points (10% of final grade) following guidelines/criteria/grading rubric provided in the assignment – due on the date identified in the Course Schedule. For guidance, students will follow criteria provided on the Bus Days Idea Challenge website, and reinforced during class.
Team Business Project (Presentation; Proposal Plan; Video & Application) – Students will form teams for the purpose of creating three team business project deliverables, following guidelines/criteria/grading rubrics provided, and due in accordance with dates identified on the Course Schedule. The Buc Days Idea Challenge (access website) will serve as the target submission destination for the Video and Application. All three team business project deliverables are mandatory for the class (see Major Course Requirements), although it is not mandatory to submit the Video & Application to Buc Days Idea Challenge (submission of quality projects is recommended!).

Course Policies:

Electronic Device Usage - Computers or tablets are required to complete the course.

Academic Integrity/Plagiarism - University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

Dropping a Class - I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 9, 2018 is the last day to drop a class.

Preferred methods of scholarly citations – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

Classroom/professional behavior - Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals - As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic
standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations** - The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity** - In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Summary of Topical Coverage**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview of Small Business</td>
<td>4</td>
</tr>
<tr>
<td>Small Business Mgmt, Ownership &amp; Entrepreneurship</td>
<td>3</td>
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<tr>
<td>Social Responsibility, Ethics and Strategic Planning</td>
<td>3</td>
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<tr>
<td>Business Plans</td>
<td>3</td>
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<tr>
<td>Franchising</td>
<td>3</td>
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<tr>
<td>Taking Over an Existing Business</td>
<td>3</td>
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<tr>
<td>Starting a New Business</td>
<td>3</td>
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<tr>
<td>Accounting Records and Financial Statements</td>
<td>3</td>
</tr>
<tr>
<td>Small Business Finance</td>
<td>3</td>
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<tr>
<td>The Legal Environment of Small Business</td>
<td>3</td>
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<tr>
<td>Small Business Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>Small Business Price and Promotion</td>
<td>4</td>
</tr>
<tr>
<td>Exams &amp; Quizzes</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>45</strong></td>
</tr>
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## Course Schedule: Fall 2018 / MGMT3330.001 Small Business Strategy

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Day</th>
<th>Chapter</th>
<th>Course Topic/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 28</td>
<td>Tues</td>
<td></td>
<td>In Class: Review Syllabus; Introductions</td>
</tr>
</tbody>
</table>
| 1    | Aug 30  | Thurs|         | In Class: Overview of Small Business  
Online: Review Course format in Blackboard; Acquire the textbook                 |
| 2    | Sept 4  | Tues | 1       | In Class: Small Business: An Overview                                                |
| 2    | Sept 6  | Thurs| 1       | In Class: Strategy: An Overview  
Online: Take Quiz 1 online via Blackboard                                           |
| 3    | Sept 11 | Tues | 2       | In Class: Small Business Management, Entrepreneurship & Ownership  
Online: Take Quiz 2 via Blackboard                                                  |
| 3    | Sept 13 | Thurs| 2       | In Class: Small Business Management, Entrepreneurship & Ownership  
Online: Take Quiz 2 via Blackboard                                                  |
| 4    | Sept 18 | Tues | 3 & 4   | In Class: Business Plan                                                              |
| 4    | Sept 20 | Thurs|         | In Class: Business Pitch  
Online: Take Quiz 3 via Blackboard  
Online: Individual Business Idea due                                                 |
| 5    | Sept 25 | Tues | 4       | In Class: Business Pitch Presentations                                                |
| 5    | Sept 27 | Thurs| 4       | In Class: Business Pitch Presentations                                                |
| 6    | Oct 2   | Tues | 5       | In Class: Franchising / Team Formation                                               |
| 6    | Oct 4   | Thurs| 6       | In Class: Taking Over an Existing Business / Team Formation  
Online: Take Quiz 5 via Blackboard                                                 |
| 7    | Oct 9   | Tues | 7       | In Class: Starting a New Business                                                    |
| 7    | Oct 11  | Thurs|         | Web-substituted: No face to face class held – Team project meeting time  
Online: Take Exam 1 via Blackboard                                                |
| 8    | Oct 16  | Tues | 10      | In Class: Legal Environment                                                          |
| 8    | Oct 18  | Thurs|         | Web-substituted: No face to face class held – Team project meeting time  
Online: Take Quiz 6 via Blackboard                                                |
| 9    | Oct 23  | Tues | 11      | In Class: Marketing – Strategy and Research                                          |
| 9    | Oct 25  | Thurs| 12      | In Class: Marketing – Product  
Online: Take Quiz 7 via Blackboard                                               |
| 10   | Oct 30  | Tues | 13      | In Class: Marketing - Place                                                          |
| 10   | Nov 1   | Thurs|         | Web-substituted: No face to face class held – Team project meeting time  
Online: Take Quiz 8 via Blackboard                                                |
| 11   | Nov 6   | Tues | 14      | In Class: Marketing – Price and Promotion                                             |
| 11   | Nov 8   | Thurs| 15      | In Class: International Small Business  
Online: Take Quiz 9 via Blackboard                                               |
| 12   | Nov 13  | Tues | 17      | In Class: Human Resource Management                                                  |
| 12   | Nov 15  | Thurs| 18      | In Class: Operations Management  
Online: Take Quiz 10 via Blackboard                                              |
<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Nov 20</td>
<td>Tues</td>
<td>Web-substituted: No face to face class held – Team project meeting time</td>
</tr>
<tr>
<td>13</td>
<td>Nov 22</td>
<td>Thurs</td>
<td>Thanksgiving – No Class</td>
</tr>
<tr>
<td>14</td>
<td>Nov 27</td>
<td>Tues</td>
<td>In Class: Team Business Project Presentations</td>
</tr>
<tr>
<td>14</td>
<td>Nov 29</td>
<td>Thurs</td>
<td>In Class: Team Business Project Presentations</td>
</tr>
<tr>
<td>15</td>
<td>Dec 4</td>
<td>Tues</td>
<td>In Class: Team Business Project Presentations</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Last Class Day</td>
</tr>
<tr>
<td>15</td>
<td>Dec 6</td>
<td>Thurs</td>
<td>Reading Day – No Class</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Dec 11</td>
<td>Tues</td>
<td>1:45 – 4:15 pm</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Online: Team Business Project Video &amp; Application and Team Business Plan Due</td>
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</tbody>
</table>

*Note – Course Schedule is subject to change at instructor’s discretion. Any changes will result in an updated Course Schedule and communication via Blackboard, as reinforced in class.*