Course Syllabus for MGMT 3330 Small Business Strategy

Course number: MGMT 3330
Instructor: Dr. Jack Clampit
Semester: 2020 Summer I Mini-Term (5/11-6/26)
Office: OCNR 317
Office Telephone: 361-825-3606
Email: jack.clampit@tamucc.edu

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 or equivalent (or permission of instructor)

Learning Objectives

- Explain the various functions associated with the management of an ongoing small business enterprise.
- 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.
- Evaluate the marketing, management, and financial aspects of a small business.
- Articulate the knowledge and skills to necessary to manage a small enterprise.
- Apply these concepts towards the analysis of an existing business plan and the creation of an original business plan for an ongoing small business.

Delivery Method

This course has a fully online format. All instruction and assessment will be conducted online primary through Blackboard. This is not a self-paced course. Deadlines are indicated for each assignment in the course schedule (see the last page of this document). Students are expected to regularly login to Blackboard to become
apprised of any changes. The Blackboard announcement function is an important source of information for this course.

**Major Course Requirements:**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg Weekly Quiz Score</td>
<td>50.0%</td>
</tr>
<tr>
<td>Avg Weekly LearnSmart Reading Score</td>
<td>5.0%</td>
</tr>
<tr>
<td>Avg Group Work Grade (unadjusted)</td>
<td>12.5%</td>
</tr>
<tr>
<td>Peer Evaluation Adjusted Group Grade</td>
<td>12.5%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**Quizzes:** All quizzes are administered online (via links in the Quizzes/Exam folder of this course’s Bb page). You must complete each quiz once it is opened.

**LearnSmart Assessments:** Each week you will be assigned LearnSmart readings via Connect (found in the LearnSmart Assignments folder of this course’s Bb page).

**Group Work:** Groups will be randomly assigned at the beginning of the semester. Each group will complete a series of cases and min-cases designed to help them “apply” concepts from readings and quizzes in a more “real world” setting. Each member of a group will receive the same grade in this category.

**Peer Evaluation Adjusted Group Grade:** This is a way for students to reward exceptional group members for their contribution relative to average or less deserving members. At the end of the term, students may evaluate the net contribution of each member in their group. I will average the evaluations submitted by each member and use this figure to adjust the group grades of individual students. If members suggest that everyone contributed equally, then Peer Evaluation Adjusted Grades will be exactly equal to Group Work grades.

**Final Exam:** This is a comprehensive exam that is administered online (via a link in the Quizzes/Exam folder of your Bb page).

**Grade Distribution**


**Required Materials**

Blackboard: https://bb9.tamucc.edu/

Supplemental Material: Any additional material, e.g., articles, will be provided in Blackboard.

McGraw-Hill Connect: Connect is a web-based assignment and assessment solution required for this course. Connect is designed to assist you with your coursework based on your needs. As outlined in this syllabus, LearnSmart assignments, quizzes, and a Final Exam related to textbook material will make up a portion of your overall course grade.

- ACCESS: Connect access codes may be packaged with a new physical or virtual textbook. Connect can also be purchased online.

- TRIAL ACCESS: Two-week trial access is typically offered by McGraw Hill, to help you get started right away and/or evaluate the course material. (Note: while it is possible to complete assignments and quizzes during your two-week trial period, that is probably not the ideal approach.)

- REGISTRATION: Registration for Connect and linking your Connect account to this course’s Bb page are required for you to take and pass this course.

- SUPPORT: We have priority support access with McGraw-Hill. If you have subject matter questions, contact me. If you have issues registering or using Connect (e.g., linking Connect with Bb, taking quizzes, etc.), then please contact McGraw-Hill’s Customer team through http://www.mhhe.com/support or at 800-331-5094. To avoid problems related to unexpected technical issues, you are advised NOT to wait until the last moment to complete assignments.

Course Policies

Attendance/Tardiness

Students are expected to regularly login to Blackboard and adhere to the course schedule. Any changes to the course schedule will be made in the Announcement section of Blackboard.

Late work and Make-up Exams

Late assignments will not be accepted unless specific arrangements are made prior to the due date. Requests for late assignments or a make-up exam will be granted only for unavoidable emergency circumstances or university-sanctioned and excused activities.

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, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work).

Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved.

Additional information may be found in the University Catalog and the College of Business Student Code of Ethics (http://www.cob.tamucc.edu/Students/student_code_of_ethics.html).

**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. Please consult with the instructor before you decide to drop. 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 filing out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**Written Assignment Guidelines**

Submitted work for this course should conform to the following standards: double-spaced, 12-point font, Times New Roman, Calibri or similar, 1 inch margins, with all citations included on a reference list. All submissions should follow APA guidelines, but are exempt from the APA prescription of an abstract. Electronic submissions should be in Microsoft Word format. WPS format is not acceptable and will result in a grade reduction. Plagiarism will not be tolerated and all works used in coursework must be cited on a reference page at the conclusion of each document. If you are not familiar with guidelines on plagiarism please contact the instructor or university writing center prior to submitting an assignment.

**APA Citation Information:** http://owl.english.purdue.edu/owl/

**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 – including online classrooms – 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.

Statement of Civility

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

The statement of civility is expected to be adhered to in the online course format including discussion boards.

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.

Course Schedule Overview

**Week 1**
Read Ch 1 – Starting Your Small Business
Read Ch 3 – Forms of Ownership of Small Businesses
Take Quiz

**Week 2**
Read Ch 4 – Ethics and Government Relations
Read Ch 5 – Create, Buy, or Franchise
Take Quiz
Submit Group Mini-Case (10 pts)

**Week 3**
Read Ch 6 – Planning, Organizing, and Managing
Read Ch 7 – Obtaining the Right Financing
Take Quiz
Submit Group Mini-Case (10 pts)

**Week 4**
Read Ch 8 – Developing a Marketing Strategy
Read Ch 9 – Promotion and Distribution
Take Quiz
Begin Boom Case & Group Business Plan

**Week 5**
Read Ch 10 – Obtaining and Managing Human Resources and Diversity
Read Ch 11 – Employee Relations
Take Quiz
Continue Boom Case & Group Business Plan

**Week 6**
Ch 12 – Obtaining and Laying Out Facilities
Ch 13 – Purchasing, Inventory, and Quality Control
Take Quiz
Continue Boom Case & Group Business Plan

**Week 7**
Ch 14 – Basic Financial Planning
Ch 15 – Budgeting and Controlling
Take Final Exam
Submit Boom Case (20 pts) & Group Business Plan (20 pts)