Texas A&M University – Corpus Christi  
College of Business  

Standard Course Syllabus for Small Business Strategy  

Course number: MGMT 3330  
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Semester: Fall 2020  
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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.  
- 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.  
- 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.  
- Understand, analyze and evaluate a business plan for an ongoing small business.  

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.

**Course Requirements**

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<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Bi-Weekly Quizzes</td>
<td>33%</td>
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<tr>
<td>BizCafe Simulation*</td>
<td>33%</td>
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<tr>
<td>Final Exam</td>
<td>34%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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* Your BizCafe grade has three components: (1) your group’s BASE GRADE, which is determined by the work that you submit each week, supplemented in some cases by small bonuses based on your group’s standing in the simulation, (2) your group’s PRESENTATION GRADE, and (3) your individual PEER ADJUSTED group grade, which reflects your fellow group members’ assessment of your net contribution. (See Bb for weights.)

**Extra Credit:** Projects and/or assignments may or may not be made available to the entire class (these are especially useful if you are on the cusp of the next grade up)

**Required Materials**


- Biz Café: The Small Business Simulation. Student Manual. Available at www.interpretive.com (Note: There is a $29.95 registration fee for the simulation).

**Recommended Readings**

The Wall Street Journal (15-week subscription)

**Biz Café Simulation**

Biz Café is a small business simulation. You and your teammates will be faced with the task of starting and operating a small business making managerial, marketing, finance, accounting and operational decisions. The simulation is designed to help you learn how your decisions affect the day to day operations of a small business. There is a case study on your company in the Student Manual. This is the starting point for the simulation and your decisions with your teammates regarding how to run your company. You will also be faced with important situational issues faced
Company performance will be measured via cumulative performance points. Your team will also be giving a final presentation at the end of the course, and will be discussing your team’s performance, response to managerial dilemmas, and lessons learned.

Accessing the Biz Café Simulation

You will receive a User ID and password from interpretive.com. You will need to log in and register for the simulation in order to receive simulation access. Team decisions, deadlines and special incidents and assignments will be discussed in class.

Course Policies:

**Exams** - Exams will be administered to test comprehension of the material covered in lecture and chapter readings.

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

**Grading:**
- A 90-100%
- B 80-89.99%
- C 70-79.99%
- D 60-69.99%
- F 0-59.99%

**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. (The 8th of November) is the last day to drop a class with an automatic grade of “W” this term.

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 where classes cannot be held on the campus of Texas A&M University–Corpus Christi, this course will 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.