

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MGMT 3330 VC01 – Small Business Management

Campus: WBU Online

Term/Session: Spring 1 2026 (12 Jan – 7 Mar 2026)

Instructor: Dr. Ernie Rahn

Office Phone Number/Cell #: (912) 655-5036

WBU Email Address: Ernest.Rahn@wayland.wbu.edu

Office Hours, Building, and Location: “e” office hours: Mon-Fri, 8:00 AM - 5:00 PM

Class Meeting Time and Location: On-line through Wayland Baptist University Virtual Campus

Catalog Description:

Formation and establishment of successful small business in the American economy.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Small Business Management</u>	Byrd	8th	2018	McGraw-Hill	9781-26094-0886

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Optional Materials:

Cameron, K. S., & Quinn, R. E. (2011). *Diagnosing and changing organizational culture* (3rd ed.). Wiley & Sons. (ISBN: 9780-47065-0264)

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). Author. (ISBN: 978-1433832154)

APA Website: <http://www.apastyle.org/pubmanual.html>

Course Outcome Competencies:

- Explain the role of small business in the American economy.
- Define the processes within a small business, as well as the management of small business, to include forms of ownership, franchising, legal aspects of ownership, accounting records and financial statements, management and employee relations, and government and small business interaction.
- Demonstrate proficiency by preparing a small business plan.

Attendance Requirements

You are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors for online courses are responsible for providing you with clear instructions for how you are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Anyone absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Anyone who has not actively participated in an online class prior to the census date by completing the “Required First Assignment” for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. **The Census Date for the Spring 1 term is January 16, 2026.** To be counted as actively participating, you must complete the “Required First Assignment.” Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: **Generative AI tools permitted in specific context and with proper citations.**

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
- iii. Specific parameters for generative AI usage are provided by the instructor.

Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Course Assessment Activities: Throughout this course, you will demonstrate mastery of key concepts by engaging in weekly discussion boards, completing short papers, developing a comprehensive small business plan, and taking a midterm and a final examination.

Discussion Boards: Each week a discussion prompt will appear in the Discussion Board area. You will post an initial response to the prompt during the assigned week, following the instructions provided in the forum. Initial posts are due no later than Thursday at 11:59 p.m. for the associated week. You will also provide substantive responses to at least two classmates' initial posts and reply to any questions directed to you before the week concludes. The quality and consistency of your participation will be evaluated. **Discussion Board Participation contributes 24% toward your final grade.**

Short Papers: Across the term you will complete six short papers. Five of these papers serve as core components of your Small Business Plan, each addressing a distinct focus area that will be integrated into the final plan. The sixth paper is a Biblical Integration Assignment that thoughtfully connects faith perspectives with Small Business Management. While no fixed page length is specified, expect to write several pages to address the requirements fully. Each paper must cite 2 to 4 scholarly sources. **Short Papers contribute 30% toward your final grade.**

Small Business Plan: You will produce a complete small business plan based on the guidelines in Chapter 6 of the course text. The plan will assemble the five related short papers into a coherent, professionally formatted document. Proper APA style is required, including an appropriately formatted reference list and corresponding in-text citations throughout. A template is provided to guide structure and formatting. **The Small Business Plan contributes 22% toward your final grade.**

Exams: Two online exams will be administered in Weeks 4 and 8 through Blackboard. No proctoring is required. Exams will include multiple-choice and/or multiple-guess questions. Exam 1 covers Chapters 1 through 9, and Exam 2 covers Chapters 10 through 16. **You will have four hours to complete each exam. Exams contribute 24% toward your final grade.**

Templates: Every writing assignment includes a downloadable template. These templates clarify requirements and provide built-in APA formatting elements to streamline your work. You are strongly encouraged to use these resources as part of your toolkit for success in the course.

Procedures Used to Compute Final Course Grade:

Evaluated Area	Percentage
1. Discussion Board Posts and Substantive Interaction	24%
2. Short Papers	30%
3. Small Business Plan	22%
4. Exams	24%

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Tentative Schedule

This course outline serves merely as the anticipated roadmap to be used during this 8-week program. However, due to circumstances and the dynamic nature of this course, there may be some changes in the schedule. Should this happen, you will be advised via your WBU email and/or a classroom announcement.

Week	Dates	Topic/Activities/Discussions
1	12 Jan 2026 to 18 Jan 2026	Course Overview / Dynamic Role of Small Business (Part 1) Read: Byrd, Ch 1-2 Participate: Week 1 Discussion
2	19 Jan 2026 to 25 Jan 2026	Dynamic Role of Small Business (Part 2) Read: Byrd, Ch 3-4 Participate: Week 2 Discussion Submit: Week 2 Short Paper: History and Business Description
3	26 Jan 2026 to 1 Feb 2026	Process of Organizational Development (Part 2) Read: Byrd, Ch 5-7 Participate: Week 3 Discussion Submit: Week 3 Short Paper: Biblical Integration Assignment
4	2 Feb 2026 to 8 Feb 2026	Human Process Interventions Read: Byrd, Ch 8-9 Participate: Week 4 Discussion Submit: Week 4 Short Paper: Market Analysis and Products or Services Submit: Exam 1 Exam (Covers Chapters 1-9)
5	9 Feb 2026 to 15 Feb 2026	Technostructural Interventions Read: Byrd, Ch 10-11 Participate: Week 5 Discussion Submit: Week 5 Short Paper: Ownership, Management, and Organization
6	16 Feb 2026 to 22 Feb 2026	Human Resource Interventions Read: Byrd, Ch 12-13 Participate: Week 6 Discussion Submit: Week 6 Short Paper: Objectives, Goals, and Operating Plans
7	23 Feb 2026 to 1 Mar 2026	Large-Scale Interventions Read: Byrd, Ch 13-15 Participate: Week 7 Discussion Submit: Week 7 Short Paper: Financial Analysis and Projections
8	2 Mar 2026 to 7 Mar 2026	Research Paper and Final Exam Read: Byrd, Ch 16 Participate: Week 8 Discussion Submit: Business Plan Submit: Exam 2 (Covers Chapters 10-16)

Note: Changes in the Syllabus: Although this course is expected to follow the syllabus as written, the instructor reserves the right to adjust the syllabus. The instructor will inform the students of all major changes in a reasonable and timely manner.

Additional Information

Student Responsibilities: You are responsible for reading, understanding, and following all academic policies published in the Wayland Baptist University Academic Catalog that apply to your program of study. These policies govern issues such as academic integrity, grading, attendance, and student conduct. It is your responsibility to consult the catalog and to seek clarification from the instructor or appropriate university office when questions arise.

Assignment Submission; All assignments carry posted due dates and late penalties. Work submitted after the deadline will incur a 10 percent deduction for each 24-hour period following the due date. Assignments more than seven days late will not be accepted without prior coordination and written approval from the instructor. Plan ahead, back up your files, and communicate early if circumstances may affect your submission timeline.

Communication and Notifications: Official course communications will be delivered through your Wayland email account and through Blackboard announcements and messages. It is imperative that you check both your Wayland email and the Blackboard course space regularly throughout the term, since schedule reminders, assignment updates, and other directives will be posted in these locations.

Classroom Courtesy: Professional courtesy is expected at all times. Post your initial discussion responses in a timely manner and engage substantively with classmates to advance the conversation. Keep contributions aligned with course instructions and expectations, use respectful language, and support claims with appropriate evidence where required. Constructive dialogue strengthens learning for everyone.

Format of Course Deliverables: All assignments must be submitted by the stated due date. Written work must follow APA 7th edition guidelines, be typed in Times New Roman 12-point font and be double-spaced with standard margins. Submit files in Microsoft Word or PDF format. Submitting a PDF often preserves layout and avoids formatting changes that can occur during upload to Blackboard.