# "WBUlogo"

Virtual Campus

School of Business

# 2. UNIVERSITY MISSION STATEMENT

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

# 3. COURSE NUMBER & NAME:

MGMT 3330 VC01 Small Business Management

# **4. TERM**:

Winter, 2018-2019

# **5. INSTRUCTOR**:

Dr. Randolph Smith PhD-in Organization and Management

# **6. CONTACT INFORMATION**:

Office phone: 210 685-9739

WBU Email: <mailto:randolph.smith@wayland.wbu.edu>

Cell phone: optional: 210 685-9739

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Virtual 24 hrs, No Calls bewteen 10:00 PM and 7:00 AM

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: Virtual

# **9. CATALOG DESCRIPTION**:

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

# 10. PREREQUISITE: MGMT 3304

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

Small Business Management-Byrd-8th edition

ISBN: 9781-25953-8988

# 12. OPTIONAL MATERIALS

NONE

# **13. COURSE OUTCOMES AND COMPETENCIES**:

Upon completion of the course the student should be able to:

* Discuss the role of small business in the American Economy.
* Define the processes within a small business, as well as the management of small business; forms of ownership; franchising; legal aspects of ownership; accounting records and financial statements; management and employee relations; and government and small business;
* Demonstrate proficiency by preparing a small business plan.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

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 Executive Vice President/Provost 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.

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| **Mid-Term exam- On-line - *Not Proctored* 20 pts (20%)** | **Due week 6 Sat mid-night CST** |
| **Small Business Plan 20 pts (20%)** | **Due week 9 Sat mid-night CST** |
| **Weekly Posted Discussion and** | **Due Friday by mid-night CST** |
| **Responding to others 40 pts (40%)** | **Due each week by Sat mid-night CST** |
| **Final Exam – On-line - *Not Proctored* 20 pts (20%)** | **Due week 11 Sat mid-night CST** |

Grading is in accordance with university policy: A=90-100, B=80-89; C= 70-79; D= 60-69; F= below 60

17.1 Include Grade Appeal Statement: “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/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.”

# 18. TENTATIVE SCHEDULE

Tentative Schedule: (Calendar, Topics, Assignments)

Week 1: Chapter 1-**Introductions**

Week 2: Chapter 2,3

Week 3: Chapter 4,5

Week 4: Chapter 6,7

Week 5: Chapter 8

Week 6: Chapter 9 **Mid-Term Exam (On-line Not Proctored)**

Week 7: Chapter 10,11

Week 8: Chapter 12,13

Week 9: Chapter 14 **Small Business Plan -Due**

Week 10: Chapter 15,

Week 11: Chapter 16 /**Final-Exam (On-line Not Proctored)**

# 19. ADDITIONAL INFORMATION

*Mid-term and Final are NOT PROCTORED will be on on-line and maybe password protected. Mid-term due by end week 6 Sat Mid-night CST. Final exam due by end week 11 Mid-night CST.*

**DISPOSITION OF STUDENT SMALL BUSINESS PLAN PROJECT:**

**Typical Requirements**: (**Text: Byrd/Megginson Chapt 6 )**

1. Cover Sheet
2. Table of Contents
3. Executive Summary
4. History
5. Description of the Business
6. Definition of the Market
7. Description of Product or Services
8. Management Structure
9. Objectives and Goals

10) Financial data

11) Appendixes

**12) Cites References in APA Format as applicable to Plan (Instructor Added)**

**Students must create a small business plan for an existing business or fictitious one. Student must be listed as part of the Management structure as Owner, Co-owner, consultant, etc. This is due at week 9 Sunday by mid-night Central Standard Time (CST). Use a minimum of 5 pages double spaced. Proper grammar, punctuation and general writing mechanics are to be used. The business plan is to be a word doc. It must be sent through the Assignments section under the tools section on Blackboard.**

Students are required to use the American Psychological Association (APA) publication guidelines as applicable. **Small Business Plans** ***late by one day may cost the student a letter grade. The student may also receive a 0 grade.***

There will be lecture notes, discussions postings, Power-point slides if available, case reviews, scenarios and written reports. Other forms of multimedia will be used as deemed necessary to enhance the learning experience.

Quizzes may be given at various places to assess knowledge before the mid-term and final exam. Quizzes may be used to augment the evaluation criteria.

Instructor information for students will be posted to the Assignments area. The student must go into the tools area and post personal information.

Format: This is an on-line course and you are expected to participate in weekly discussion boards. This course will require some research, discussions and some quizzes.

Assignments: Assignments will be posted as required by course. The student is responsible for reading the information and adhering to the projects.

Postings: The professor will initiate a discussion board. There may be 1-4 items. Students are encouraged to participate and used proper written language and etiquette. Participation in the discussion board takes the place of live classroom interaction. Your participation will include a minimum of two postings. This includes one response minimum to one other student per post question. Note: When answering questions as an example use the **WK 1 Q2 in the title or the Subject item. I understand you may want to change the title to be creative. However be creative in the text not the title response.**

**Instructor Response to Discussion Board Posts:**

**Please remember that I am viewing all comments made.  I will give feedback that may be considered minimal to the person.  If any one feels that he or she needs more comments please let me know by E-mail.  If I have not E-mailed you back in 48 hours please call or send a message through the Blackboard Message E-mail system, or the Wayland address.  If all else fails please give me a call on my cell phone and leave a message.  I try to get to everyone.**

**I will look at every post.  I will respond to as many as possible.  There will be over 120 per week.  If I have not responded to at least one of your posts that week or a response to another peer please send me a message. In addition I may respond in a few words or many.  It is difficult to answer 200-300 words to each student each post.  It would take weeks...In spite of this the student comments usually are still exceptional.**

Post Business Plan papers to the Assignments Section Under the Tools Section or Course Content. Use the Discussion Board for weekly Discussions

Course Conduct:

No make-up exams after the Saturday or Sunday CST deadline; has expired; unless it is an extreme emergency. **Contact the Instructor first.**

**Otherwise *No late assignments will be accepted.***

**Do not submit assignments by E-mail unless pre-confirmed by the Professor.**

Faculty may add additional information if desired.