

LINCOLN UNIVERSITY
BA336 – HUMAN FACTORS in SMALL BUSINESS
COURSE SYLLABUS
Department of Business and Economics
Fall, 2016

Lecture Schedule: Monday 12:45 PM - 3:15 PM
Credit: 3 units
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: **Monday**, 11:45 AM – 12:30 PM and TBA
Home e-mail: kengermann@att.net
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Textbook: Entrepreneurship and effective small business management
Eleventh Edition, by Scarborough and Cornwall, Pearson, 2015
ISBN-13:978-0-13-350632-7

CATALOG DESCRIPTION

The course studies problems in supervising and working effectively with people problems which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies and managerial succession . (3) units.

COURSE OBJECTIVES

- * Students will learn rewards and challenges of entrepreneurship.
- * Students will build marketing and financial plans.
- * Students will have a thorough knowledge of how operating plans work.
- * Students will appreciate the legal aspects of a small business.

PROCERDURES AND METHODOLOGY

Lecture method is used in combination with business case studies. The emphasis will be on learning by doing. Every student must participate in an intensive preparations and classroom activity.

GROUP PROJECT

Every student must complete a launch of a new business, including develop the financial and marketing plans. Teams must develop operational strategies and plans. Groups must explore the relevant legal aspects of their endeavor.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. Assignments must be emailed on the due date to the instructor.

EXAMS

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to material in book and covered in lectures are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

GRADING

Class Exercises	100 point
Mid-term exam	150 points
Final exam	150 points
Course Project - Written 50	
Oral 50	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	335-349	D+
415-434	B	315-334	D
400-414	B-	300-314	D-
385-399	C+	299-below	F

COURSE SCHEDULE

Lectures	Topic	Homework Chapters
1	Overview	1,2
2	Rewards and Challenges	3,4
3	Choosing a form of ownership	5
4	Type of business	6,7
5	Planning process	8
6	Building a marketing plan	9, 10
7	Develop strategies	11, 12
	Take home midterm: chapters 1-12	
8	E-Commerce	13
9	Developing financial plans	14,15
10	Equity and debt financing	16, 17
11	Physical facilities	18
12	Supply chain/inventory	19, 20
13	Staffing	21
14	Family business issues	22
15	Legal and ethical issues	23
	Take home final: chapters 13-23	
16	Written and oral group projects due	

COMMENTS

- * Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- * Please come on time. Late arrivals disturb everyone else.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 187 countries.