



LINCOLN UNIVERSITY

Human Factors in Small Businesses (BA 436)

COURSE SYLLABUS

Spring, 2016 – Tuesday, 3:30 pm - 6:15 pm

Instructor: Prof. Arthur Ashurov, Ph.D.

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu

Credit: 4 Units = 45 Lecture Hours + 45 Hours of Self-Study Research Project

Course Description:

The course investigates the 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. A one-unit written research project and its oral presentation are required for the course.

Required Textbook:

Norman M. Scarborough; Jeffrey R. Cornwall; Entrepreneurship and Effective Small Business Management, 11th Edition, 2014; Pearson; ISBN-10: 0-13-350632-0; ISBN 13: 978-0-13-350632-7

Last Update: December 28th, 2016

Course Objectives:

The course objectives are the following:

The course is designed to enable students understand the interrelationship of individual and group behavior on one hand and small business management on the other. Case studies pertaining to human behavior problems while managing small businesses will be presented so that students analyze and assess each case in light of how managers deal with supervising, monitoring and addressing the day-to-day problems that small businesses face while managing people.

Instructional Methods:

The course will be conducted in the form of lectures and interactive discussions on the present small business environment and management essentials. Case studies will be provided.

Learning Outcomes:

1. Understand the dynamics relating to leading a growing company, strategic management, marketing, advertising and promotion, human resources management, succession and risk management in small business.
2. Understand forms of business ownership, franchising, and buying an existing business.
3. Be able to conduct a feasibility analysis, craft a solid business/financial plan.
4. Understand how to choose the best location, layout, and physical facilities.
5. Understand the role ethics and social responsibility play in entrepreneurship.



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Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Exam 1	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360-400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

Exams:

We will have two exams: midterm and final exam during the course. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

ABSOLUTELY NO MAKEUP TESTS AND PROJECT ARE ALLOWED.

Other Comments:

- Please participate. 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. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class,



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free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The instructor reserves the right to change this syllabus.

CLASS SCHEDULE:

Date	Focus of Discussion	Reading Assignment
Tue: 01/19	Orientation via Syllabus. Introduction to Course. Class Discussion: Chapters 1, 2	Ch. 1, 2 Team Project Assignment.
Tue: 01/26	Chapters 4, 5	Ch. 4, 5
Tue: 02/02	Chapters 6, 7	Ch. 6, 7
Tue: 02/09	Chapters 8, 9	Ch. 8, 9
Tue: 02/16	Chapter 10. Midterm Exam Review	Ch. 10
Tue: 02/23	Midterm Exam (Chapters 1-10).	
Tue: 03/01	Midterm Exam Results Review. Chapter 11	Ch. 11
Tue: 03/08	Chapter 12	Ch. 12
Tue: 03/22	Chapter 14	Ch. 14
Tue: 03/29	Chapter 15	Ch. 15
Tue: 04/05	Chapters 16, 17	Ch. 16, 17
Tue: 04/12	Chapters 18, 21	Ch. 18, 21
Tue: 04/19	Chapter 22 Project Team Presentation + Team Evaluation	Ch. 22
Tue: 04/26	Project Team Presentation + Team Evaluation Final Exam Review	
Tue: 05/03	Final Exam	

NOTE: *This schedule may be subject to change.*