



# Lincoln University

## BA 219 – Small Business Management

### COURSE SYLLABUS

2018

**Instructor:** Prof. Arthur Ashurov, PhD  
**Lecture Schedule:** Thursday, 12:30pm-3:15 pm  
**Credits:** 3 units / 45 lecture hours  
**Level:** Advanced (A)  
**Office Hours:** Thursdays from 11:30am to 12:30pm by arrangement  
**e-mail:** [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)  
**Phone:** (510) 628-8010

**Textbooks:** 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 Revision:** February 3, 2018

### CATALOG DESCRIPTION

Focus on the problems and profitable potentials for small business here and abroad. Areas covered include: starting, managing, marketing, and administering a small firm as well as legal and governmental considerations. Also, discussed will be techniques of buying, selling, and evaluating a small firm. (3 units)

*Prerequisite:* BA 110 or equivalent

### EDUCATIONAL 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.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course Learning Outcomes</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
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.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Homework, participation in the in-class discussions; case studies; quizzes; midterm/final exams
2	Understand forms of business ownership, franchising, and buying an existing business.	PLO 2	ILO 1a, ILO 6a	Participation in the in-class discussions; case studies; quizzes;
3	Understand how to choose the best location, layout, and physical facilities.	PLO 4	ILO 3a, ILO 4a	Course project presentation, course project report; case studies

**INSTRUCTIONAL METHODS**

*This is a direct classroom instruction course.*

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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**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
Midterm Exam	100
Final Exam	100
Total Points	400

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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

### COURSE SCHEDULE

Date	Focus of Discussion	Homework Assignment
M: 01/22	Orientation via Syllabus. Introduction to Course Team Project Assignment.  Foundations of Entrepreneurship	Read Ch.1 Team Project Assignment
M: 01/29	Ethics and Social Responsibility	Ch. 2, 3
M: 02/05	Feasibility Analysis and Business Model Design	Ch. 4 Case 1- reading and answering questions in writing
M: 02/12	Crafting Business Plan. Forms of Business	Ch. 5, 6

	Ownership.	
M: 02/19	NO CLASS	
M: 02/26	Franchising	Ch. 7 Homework – Quiz 1. Answering questions in writing
M: 03/05	Bootstrap Marketing Plan Midterm Exam Review	Ch. 8
M: 03/12	<b>Midterm Exam (Chapters 1 – 8 )</b>	
M: 03/19	Midterm Exam Results Review. E-Commerce. Pricing and Credit Strategies.	Ch. 9, 10
M: 03/26	Financial Plan and Cash Flow	Ch. 11, 12 Case 2 – reading and answering questions in writing
M: 04/02	Equity and Debt. Location and Layout.	Ch. 13, 14
M: 04/09	Global Aspects of Entrepreneurship	Ch. 15,16
M: 04/16	Building a New Venture Team	Ch.16
M: 04/23	Team Project Presentation;	
M: 04/30	Team Project Presentation; Final Exam Review	
M: 05/07	<b>Final Exam</b>	