



Lincoln University

BA 336 – Human Factors in Small Businesses

COURSE SYLLABUS

Spring, 2018

Instructor: Prof. Pete Bogue, PhD
Lecture Schedule: Monday, 12:30 PM – 3:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Monday, 3:30 PM – 4:30 PM by appointment
e-mail: petebogue@lincolnuca.edu

Textbooks: Scarborough, Norman M., and Jeffrey R. Cornwall,
“Entrepreneurship and Effective Small Business Management,”
11th ed. (Upper Saddle River, New Jersey: Prentice Hall, 2015).
ISBN-13: 9780133506327.

Last Revision: January 13, 2018

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)

Prerequisite: BA 308

EDUCATIONAL OBJECTIVES

1. Understand the dynamics relating to leading a growing company, strategic management, marketing, advertising and promotion, E-commerce, human resources management, and risk management in small business.
2. Understand the role ethics and social responsibility play in entrepreneurship.
3. Describe why creativity and innovation are such integral parts of entrepreneurship.
4. Understand the importance of strategic management to a small business.
5. Understand forms of business ownership, franchising, and buying an existing business.
6. Be able to conduct a feasibility analysis, craft a solid business/financial plan.
7. Understand the factors an entrepreneur should consider before launching into e-commerce.
8. Describe the importance of hiring the right employees and how to avoid making hiring mistakes.

9. Understand the role managerial succession plays in perpetuating the life of the small business.
10. Understand the legal environment of entrepreneurship, business law and governmental regulation.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Analyze and communicate the role of human resources management in the development of tactics, policies, and practices in the achievement of the strategic goals of small businesses.	PLO 3	ILO 2b, ILO 7b	Discussion questions; Application cases questions & answers; Application case Power Point presentation; Self-Assessment library; Research project documenting sources; Comprehensive final exam; Attendance.
2	Contribute to the effective performance of a team as a team leader, co-leader, or team member.	PLO 5	ILO 4b, ILO 5b	Discussion questions; Application cases questions & answers; Application case Power Point presentation; Self-Assessment library; Research project documenting sources; Comprehensive final exam; Attendance.
3	Apply small business knowledge to demonstrate the ability to diagnose and solve human factors in small business management issues and problems.			
4	Apply ethical frameworks to resolve ethical dilemmas.	PLO 6	ILO 3b	Discussion questions; Application cases questions & answers; Application case Power Point presentation; Self-Assessment library; Research project documenting sources; Comprehensive final exam; Attendance.
5	Analyze individual influences on ethical judgements.			

¹ 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).

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

Lectures supported by PowerPoint slides with supervised exercises and business case studies. The emphasis will be on learning by doing. Every student must participate in intensive classroom activities, must complete homework and course assignments, and take the exams.

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).

TOPICAL OUTLINE

This course provides a complete, comprehensive review of the essential material needed to launch and manage a small business successfully in the hotly competitive environment of the twenty-first century. With a focus on the “people perspectives” of the small business enterprise, the course provides plenty of practical, “hands-on” tools and techniques to make the small business venture a success. The textual material teaches the “right” way to build a business plan, to launch and manage a small business with the staying power to succeed and grow.

COURSE REQUIREMENTS

Students will be responsible for completing the textbook chapter readings prior to the lectures, homework and classroom activities, case studies, and examinations. The expected amount of time a student will need to spend outside of class to complete his/her individual and/or group out-of-class homework assignments is six (6) hours per week for a 3-unit class.

GRADING POLICY

The basis for the determination of the final grade for the course will be the total weighted score for all activities according to the percentages shown in the table below:

10%	Discussion Questions
10%	In The Entrepreneurial Spotlight/Action
10%	Appendix Case Power Point Presentations
10%	Self-Assessment Library
25%	Research Project Documenting Sources
15%	Mid-term Examination
15%	Final Examination
05%	Attendance
100%	Total

Grading Scale (Point/Grade Conversion):

100-95 A	76-74 C
94-90 A-	73-70 C-

89-87 B+	69-67 D+
86-84 B	66-64 D
83-80 B-	63-60 D-
79-77 C+	59 or <F

ATTENDANCE

Regular attendance at classes is essential. Each student is expected to be present for scheduled class periods, to be punctual, and to remain in class for the entire scheduled period. Excessive absences or tardiness may result in loss of credit, lowering of grade, or dismissal from the class. Students are responsible for making up class work missed.

EXAMINATIONS

The mid-term and final exams will consist of short answer and/or essay questions evaluating the student's understanding of the basic concepts, terms, processes, and issues covered in the course.

ELECTRONIC DEVICES

Cell phone ringers must be turned off while in the classroom and placed in a vibrating mode. Smart phone and laptop screens may not be viewed in class while lectures are in progress unless otherwise instructed.

INTEGRITY AND QUALITY OF SCHOLARSHIP

Integrity of scholarship must be maintained at all times. Plagiarism (copying directly from an author's work) is not permitted. All written work is to be word-processed unless otherwise indicated and should reflect college-level ability in English structure, grammar, spelling, and sophistication of analysis.

PLAGIARISM DETECTION

Lincoln University subscribes to Turnitin plagiarism prevention service. Student work will be used for plagiarism detection and for no other purpose. Originality reports will not be available for viewing.

MODIFICATION OF THE SYLLABUS

This syllabus and schedule are subject to change in the event of extenuating circumstances. An announcement of any changes will be made in class.

HOMEWORK AND CLASSROOM ACTIVITIES

Individual Assignment: Particular attention should be directed to textbook chapter behavioral objectives, readings, and summaries, containing implications for managers since they help to organize the content of the chapters and to identify the most important information to be included in the course examinations. Completion of reading assignments prior to the class dates is essential not only to understanding the subject matter but also to enhancing the quality of participation in class.

Team Assignment: Students will answer the "Discussion Questions" in advance of lectures, word process the answers, bringing them to class, prepared to respond if called

upon by the instructor to summarize the answers to these discussion questions. Satisfactory answers will be scored as a 2 (strong answer), 1 (satisfactory answer), or 0 (unsatisfactory answer or absence). Students will submit the discussion question answers to the instructor (or CANVAS) by the end of the course.

Team Assignment: Students will answer the “In the Entrepreneurial Spotlight” mini-case(s) questions, word process the answers, and submit them to the instructor (or CANVAS) by the end of the course.

Team Assignment: Students will analyze and solve one or more assigned “Appendix Cases” in the text under the guidance of the instructor, cover the case scenarios in some detail, apply relevant concepts and practical applications found in the respective chapters, word process the answers to the questions following the cases, and submit them to the instructor (or CANVAS) by the end of the course.

Team Assignment: Students will be given the opportunity to make Power Point presentations before the class of their solutions to the assigned “Appendix Cases” and their responses to the questions following the case. Students must be prepared to deliver creditable responses adding value based upon the material in the relevant chapter(s). Students’ presentation skills will be assessed and evaluated for their professional demeanor. Please be prepared to participate. What you put into the course will determine what you and others get out of it. Students will submit the Power Points to the instructor (or CANVAS) by the end of the course.

Individual Assignment - Self-Assessment Library: Insights Into Your Skills, Interests, and Abilities.

Self-assessment questionnaire handouts will be completed in class in conjunction with the textbook readings. Students will record their self-assessment scores and an analysis/interpretation of them on the questionnaires to be submitted to the instructor (or CANVAS) upon completion of the exercise.

Individual Assignment - Individual Research Project: MBA students are required to submit a research paper based upon the subject matter of selected chapter(s) from the textbook reviewing the current research about the chosen subject, summarizing the results, and offering conclusions. Needless to say, the research paper should be carefully and thoughtfully well written. The format of the research paper must adhere to the APA Publication Manual, available in the L.U. library and on the Lincoln University Website, be documented by proper annotation and referencing and include a bibliography. The 12 point font size should be utilized. Students will include at the beginning of their essay paper the statement, “I have done my own work and have neither given nor received unauthorized assistance on this work.” Students will submit the research projects to the instructor (or CANVAS) by the end of the course.

Course Schedule:

TUE, 01/16/18, Chapter 1 Entrepreneurs: Driving Force Behind Small Business

Discussion Questions: 1-2, 1-3, 1-4, 1-9, 1-11, 1-12
 In The Entrepreneurial Spotlight: “Collegiate
 Entrepreneurs,” Mini-cases: ‘ThinkLite,’ ‘Skida,’ ‘Bump
 Technologies,’ Questions 1, 2, 3, 4
 Self-Assessment Library

TUE, 01/23/18, Chapter 2 Ethics and Social Responsibility: Doing the
 Right Thing
 Discussion Questions: 2-2, 2-3, 2-4, 2-6, 2-7, 2-8
 In The Entrepreneurial Spotlight: “Making a Profit and
 Making a Difference,” Mini-cases: ‘Triple Thread,’ ‘Everly,’
 Questions 1, 2
 Appendix Case 8 “United By Blue,” Questions 8-1, 2, 3, 4
 Self-Assessment Library

TUE, 01/30/18, Chapter 3 Creativity and Innovation: Keys to
 Entrepreneurial Success
 Discussion Questions: 3-1, 3-3, 3-4, 3-5, 3-8, 3-9
 In The Entrepreneurial Spotlight: “The Ingredients of
 Creativity,” Mini-cases: Christoph Rochna’s ‘Papernomad,’
 Steve Cox’s, ‘Green Foam Blanks,’ Questions 1, 2
 Self-Assessment Library

TUE, 02/06/18, Chapter 4 Strategic Management and the
 Entrepreneur
 Discussion Questions: 4-1, 4-2 4-3, 4-5, 4-6, 4-8
 In The Entrepreneurial Spotlight, “Strategies for Success,”
 Mini-cases: ‘Shaw & Tenney,’ ‘The Resort at Paws Up,’
 Questions 1, 2, 3
 Appendix Case 9 “Socedo,” Questions 9-1, 2, 3
 Self-Assessment Library

TUE, 02/13/18, Chapter 5 Choosing a Form of Ownership
 Discussion Questions: 5-1, 5-2, 5-3, 5-5, 5-6, 5-9
 Entrepreneurship in Action, “What’s in a Name?” Mini-case:
 ‘Emma,’ Questions 1, 2
 Appendix Case 3 “Jacquil LLC,” Questions 3-1, 2, 3, 4
 Self-Assessment Library

TUE, 02/20/18, Chapter 6 Franchising and the Entrepreneur
 Discussion Questions: 6-4, 6-5, 6-7, 6-8, 6-12, 6-14
 In The Entrepreneurial Spotlight, “The Allure of Franchising,”
 Mini-cases: ‘Express Oil Change,’ ‘Firehouse Subs,’ ‘Jack in the
 Box,’ Questions 1, 2, 3
 Self-Assessment Library

TUE, 02/27/18, Mid-term Exam (Chapters 1, 2, 3, 4, 5, 6)

TUE, 03/06/18, Chapter 7 Buying an Existing Business

Discussion Questions: 7-1, 7-3, 7-5, 7-7, 7-10, 7-11

In The Entrepreneurial Spotlight, Mini-case: “Bond Coffee,”

Questions 1, 2, 3

Self-Assessment Library

TUESDAY, 03/13 to SATURDAY, 03/17/18, Spring Recess

TUE, 03/20/18, Chapter 8 New Business Planning Process: Feasibility

Analysis, Business Modeling, and Crafting a Winning Business Plan

Discussion Questions: 8-1, 8-2, 8-3, 8-4, 8-5, 8-6

In The Entrepreneurial Spotlight, “A Business Plan: Don’t

Launch Without It,” Mini-case: Bob Bernstein’s ‘Funky Little Coffeehouse,’ Questions 1, 2, 3

Appendix Case 10 “EasyLunchboxes,” Questions 10-1, 2, 3, 4

Self-Assessment Library

TUE, 03/27/18, Chapter 13 E-Commerce and Entrepreneurship

Discussion Questions: 13-1, 13-2, 13-3, 13-4, 13-5, 13-6

In The Entrepreneurial Spotlight, “Website Makeovers,” Mini-cases: ‘Favi Entertainment,’ ‘SKLZ,’ Questions 1, 2

Appendix Case 2 “MYBizHomepage,” Questions 2-1, 2, 3, 4, 5

Self-Assessment Library

TUE, 04/03/18, Chapter 21 Staffing and Leading a Growing Company

Discussion Questions: 21-3, 21-7, 21-9, 21-10, 21-11, 21-13

In The Entrepreneurial Spotlight, “What a Great Place To

Work!” Mini-cases: ‘Ruby Receptionists,’ ‘InQuicker,’ Questions 1, 2

Self-Assessment Library

TUE, 04/10/18, Chapter 22 Management Succession and Risk

Management

Strategies in the Family Business

Discussion Questions: 22-1, 22-2, 22-3, 22-4, 22-5, 22-8

In The Entrepreneurial Spotlight, “The Aftermath of a Storm,”

Mini-cases: ‘Brown’s Hardware,’ ‘Testa Wines of the World,’

Questions 1, 2, 3

Appendix Case 4 “Red Iguana,” Questions 4-1, 2, 3, 4, 5

Self-Assessment Library

TUE, 04/17/18, Chapter 23 Legal Environment: Business Law and

Government Regulation; Appendix Case Power Point

Presentations

Discussion Questions: 23-3, 23-5, 23-8, 23-9, 23-10, 23-16

In The Entrepreneurial Spotlight, “A Second Chance at Success,”

Mini-case: Curt Jone’s ‘Dippin’ Dots,’ Questions 1, 2

Self-Assessment Library

TUE, 04/24/18, Appendix Case Power Point Presentations

TUE, 05/01/18, Final Exam (Chapters 7, 8, 13, 21, 22, 23); All Assignments Due to Instructor (or on CANVAS).