



Lincoln University

BA 219 – Small Business Management COURSE SYLLABUS

Spring, 2020

Instructor: Dr. Ken Germann
Lecture Schedule: Tuesday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Tuesday, 3:00 PM – 3:30 PM
E-mail: kengermann@att.net, kgermann@lincolnuca.edu
Phone: (510) 628-8016
Home Phone: (510) 531-3082
Textbooks: **Small Business Management**
9th Edition, by Mary Byrd., McGraw-Hill, NY,NY, 2018
ISBN:978-1-260-1147-4
Prerequisites: *BA 110 or equivalent*
Last Revision: January 2, 2020

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 government considerations. Also, discussed will be techniques of buying, selling a small firm. (3 units) *Prerequisite: BA 110 or equivalent*

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Understand how to start a small business	PLO 1	ILO 2a	Homework, Written Group Project.
2	Understand how to manage a small business	PLO 2	ILO 2a, ILO 7a	Homework, Written Group Project.
3	Have a knowledge of legal/government requirements	PLO 4	ILO 4a, ILO 5a, ILO 6a	Oral Group Presentation.

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).

4	Learn the general management issues in planning, financing, marketing, and buying/selling small business.	PLO 6	ILO 3a	Homework, Written Group Project, Oral Presentation.
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INSTRUCTIONAL METHODS

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

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).

COURSE PROJECT

Students working in teams must complete and submit a plan for setting up a business operation in a new market place. Final project will be presented orally on the last day of class.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “application assignments” are scheduled throughout the course. Students must complete all assignments and do all exams on the dates scheduled. Even the assignments are the same, students will be evaluated on their performance as undergraduates, with different expectations in quality and quantity.

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. Students will not receive any credit for missed assignments.

EXAMS AND GROUP PROJECT

Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class.

GRADING

Your grade will be determined as follows:

Grade Structure	Points
Class Participation	100
Midterm Exam	100
Final Exam	100
Course Project - Written	100
Oral	100
Total Points	500

Grades will be earned as follows:

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

CLASS SCHEDULE

Date	Focus of Discussion	Assignment
Week 1:	Overview	Ch. 1,2
Week 2:	Ownership and Government Relations	Ch. 3,4
Week 3:	Business Ownership	Ch.5
Week 4:	Planning and Management	Ch. 6
Week 5:	Finance	Ch. 7
Week 6:	Marketing Strategies Take home midterm: 1-8	Ch.8
Week 7:	Marketing promotion and distribution	Ch. 9
Week 8:	Human Resources	Ch. 10
Week 9:	Employee Relations	Ch. 11
Week 10:	Operations	Ch. 12
Week 11:	Purchasing and Quality Control	Ch. 13
Week 12:	Financial and Budgeting	Ch. 14, 15
Week 13:	Risk Management Take home final 9-16	Ch. 16
Week 14:	Final take home exam due	
Week 15:	Written and oral group presentation 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 183 countries.