

LINCOLN UNIVERSITY

DEPARTMENT OF BUSINESS AND ECONOMICS

BA 336 – HUMAN FACTORS IN SMALL BUSINESSES

Course Units: 3 semester units

Class hours: 45 hours of lectures

Semester: Fall Semester 2012

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Catalogue Course Description: BA 336 – Human Factors in Small Business: 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:

- 1. Understand the dynamics relating to leading a growing company, strategic management, marketing, advertising and promotion, E-commerce, human resources management, succession and risk management in the context of small business.**
- 2. Understand forms of small business ownership, franchising, and buying an existing business.**
- 3. Be able to conduct a feasibility analysis, craft a solid business and financial plan.**
- 4. Understand the legal environment of entrepreneurship, business law and governmental regulation.**
- 5. Develop an understanding of how to choose the best location, layout, and physical facilities for small business.**
- 6. Understand the role ethics and social responsibility play in entrepreneurship.**

Methodology: Lectures supported by PowerPoint slides, discussion groups, class handouts and accompanying exercises, Internet based resources, written case studies, research projects; walking field trips to local businesses and/or government agencies, and guest lecturers when appropriate.

Instructional Materials and References:

Required Textbook: Scarborough, N., Doug Wilson, Thomas W. Zimmerer, “Effective Small Business Management,” 9th Ed. (Upper Saddle River, New Jersey: Prentice Hall, 2009). ISBN-13: 9780136152705.

Companion Website for “Effective Small Business Management,” 9th Ed.,
<http://www.prenhall.com/scarborough/9e>

Required Textbook Chapters:

****Chapters to be covered in the course. Other chapters may be covered in lectures but will not be included in the content of examinations.**

****Chapter 1 Entrepreneurs: The Driving Force Behind Small Business**

****Chapter 2 Strategic Management and the Entrepreneur**

****Chapter 3 Choosing a Form of Ownership**

****Chapter 4 Franchising and the Entrepreneur**

****Chapter 5 Buying an Existing Business**

****Chapter 6 Conducting a Feasibility Analysis & Crafting a Winning Business Plan**

****Chapter 7 Creating a Solid Financial Plan**

Chapter 8 Managing Cash Flow

****Chapter 9 Building a Guerrilla Marketing Plan**

****Chapter 10 Creative Use of Advertising and Promotion**

Chapter 11 Pricing and Credit Strategies

****Chapter 12 Global Marketing Strategies**

****Chapter 13 E-Commerce and Entrepreneurship**

Chapter 14 Sources of Equity Financing

Chapter 15 Sources of Debt Financing

****Chapter 16 Location, Layout, and Physical Facilities**

Chapter 17 Supply Chain Management

Chapter 18 Managing Inventory

****Chapter 19 Staffing and Leading a Growing Company**

****Chapter 20 Management Succession and Risk Management Strategies in the Family Business**

****Chapter 21 Ethics and Social Responsibility: Doing the Right Thing**

****Chapter 22 The Legal Environment: Business Law and Government Regulation**

Testing: Assessment Criteria and Method of Evaluating Students:

Attendance: Regular attendance at classes is essential. Excessive absences may result in lowering of the final course grade or even dismissal from class resulting in a loss of credit. Absences due to illness may be excused provided the absence excuses are accompanied by a licensed medical practitioner’s signed note or letter attesting to the period of illness. Students are responsible for making up the class work missed.

Assignments: Various chapter behavioral objectives and readings in the textbook, related Internet exercises, written cases and selected case questions to be answered will be assigned during the course. Particular attention should be directed to chapter behavioral objectives 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.

Examinations: The final examination 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.

Case Studies: Students are required to submit one or more assigned case studies. Your case study solutions should cover the case scenarios in some detail, sources in addition to the class text should be used such as outside readings, computer searches, etc., the bibliographies, as well as facts and figures, must be documented by proper annotation and referencing, and you should summarize the outcome or major concluding points of the case studies applying relevant concepts, theories, systems, strategies, and practical applications found in your textbook. You may submit attachments with your case studies, graphs, charts, etc., but sources must be properly documented.

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

Assigned Grade Percentages:

- 35% Final examination
- 25% Written case study responses
- 30% Written Business Plan
- 10% Attendance

Standards: Students will be responsible to attend all lectures and complete the textbook chapter readings, final examination, written case study analyses, Internet assignments and/or quizzes, research project, participate in class discussions and role-play exercises, and field trips when applicable.

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 structure, grammar, spelling, and sophistication of analysis.

Supplemental Materials: Handouts may be distributed during the class on related topics as deemed appropriate by the instructor. You may be held responsible for the content of handouts on the course examinations.

Modification of the Syllabus: The instructor reserves the right to modify this syllabus at any time during the course. An announcement of any changes will be made in class.

NB (Note Well): Read all assigned chapters in preparation for the examinations without regard to lectures which may supplement rather than follow the text.

Class Schedule:

Fall Semester 2012, 10/15/12 to 12/05/12, Meeting days/times: Monday/Wednesday, 6:30 p.m. to 9:15 p.m.

Monday, October 15, Chapter 1 Entrepreneurs: Driving Force Behind Small Business
Chapter 2 Strategic Management and the Entrepreneur

Wednesday, October 17, Chapter 3 Choosing a Form of Ownership

Monday, October 22, Chapter 4 Franchising and the Entrepreneur
Chapter 5 Buying an Existing Business

Wednesday, October 24, Chapter 6 Conducting a Feasibility Analysis and Crafting a Winning Business Plan

Chapter 7 Creating a Solid Financial Plan

Monday, October 29, Chapter 9 Building a Guerilla Marketing Plan

Wednesday, October 31, Chapter 10 Creative Use of Advertising and Promotion

Monday, November 5, Chapter 12 Global Marketing Strategies

Wednesday, November 7, Chapter 13 E-Commerce and Entrepreneurship

Monday, November 12 Veterans Day – Holiday

Wednesday, November 14, Chapter 16 Location, Layout, and Physical Facilities

Monday, November 19, Chapter 19 Staffing and Leading a Growing Company

Tuesday, November 20 to Saturday November 24, Fall Recess – Thanksgiving Holiday

Monday, November 26, Chapter 20 Management Succession and Risk Management Strategies in the Family Business

Wednesday, November 28, Chapter 21 Ethics and Social Responsibility: Doing the Right Thing

Monday, December 3, Chapter 22 Legal Environment: Business Law and Government Regulation

Wednesday, December 5, Final Examination

All Assignments Due

Saturday, December 8, Fall Semester Ends

Date Syllabus Was Last Reviewed: August 16, 2012