



LINCOLN UNIVERSITY

BA 336 – Human Factors in Small Businesses Course Syllabus Spring 2014 (January 21 – May 12 /2014)

Course Number and Title: BA 336 – Human Factors in Small Businesses

Number of Credits – 3 (45 lecture hours)

Lecture Schedule: Thursdays 12:30 PM – 3:15 PM Units - 3

Instructor: Tesfaye Ketsela, Ph.D.

Contact Information: tketsela2@aol.com or tketsela@lincolnuca.edu, Tel: (510) 837-5078

Office hours: Thursdays 11:00 – 1:30 PM and 3:30 – 4:30 PM (Please call in advance for an appointment)

Required Text Book: Scarborough, N., Douglas Wilson., Thomas W Zimmerer (2009).
Effective Small Business Management (9th edition or latest). New Jersey:
Prentice.
(ISBN: 13-9780136152705)

Other Text Books: (Available in library for reference)

Mondy, R.W. (2010) : *Human Resource Management*. New Jersey: Prentice Hall. .

Nelson, Debra L and Quick James Campbell (2006). *Organizational Behavior: Foundations, Realities and Challenges*. San Francisco: South West Educational Publishers
Robbins, Stephen P. (2001) *Organizational Behavior*. New Jersey: Prentice Hall. (Read the Section on Individual and Group Behavior)

Supplemental Readings

Will be assigned as course progresses

Course 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)

Course Objective:

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.



LINCOLN UNIVERSITY

Specific Learning Objectives:

Upon completion of this course, students will be able to:

- *Explain individual and group behavior when working in an organizational (business) setting*
- *List leadership skills needed in managing people*
- *Explain the entrepreneurship and what motivates people to be entrepreneurs*
- *Compare and contrast sole proprietorship, partnership and Corporations*
- *Discuss Business and Financial Planning for small businesses and*
- *Discuss the motivation process*
- *Explain creative use of Advertising and Promotion*
- *Define E-commerce and its use in small business*
- *Describe supply chain Management*
- *List factors that contribute to social responsibility and ethical ehavio in business*
- *Explain the legal environment of business. Explain the concept of leadership, theories, principles and applications*

Method of Learning:

Concepts and principles of the content material listed under specific learning objectives will be presented by means of Power Point slides. How the principles are applied will be covered by review of case studies and examples. Students will have assignments to be discussed in class. Case studies will be discussed in groups and each group will make presentations on their analysis.

Code of Conduct:

Students will be required to attend all classes and come to class on time. They are encouraged to participate in class discussions and show a cooperative attitude and behavior towards their class mates as well as the instructor. Copying the work of other students and presenting as one's own work (plagiarism) will result in the student being dismissed from class. While in class students must turn off their mobile phones or switched them to "Silent" mode so that there will be no disruption of class.

Examination and Grading Policy:

Assessment will be done as follows.



LINCOLN UNIVERSITY

- **Mid-term Examination (25%)**
- **Group Project and Presentation + Article Critique (15%)**
- **Final Examination (45%)**
- **Class Attendance and Participation (15%)** (A daily record of attendance will be kept including a record of tardiness. Participation includes but not limited to:
 - a) Coming to class on time staying in class (required),
 - b) Taking lecture notes (required),
 - c) Being attentive during lecture hours (expected and encouraged),
 - d) Asking and answering questions (encouraged unless directed to an individual),
 - e) Class presentations (individual and group – required),
 - f) Showing cooperation and taking an active part as team member in group assignments (required).

Examination scores out of possible 100 points will be used with corresponding letter grades as indicated below:

91% and above	—————	A
86-90%	—————	A -
81-85%	—————	B+
76-80%	—————	B
71-75%	—————	B-
66-70%	—————	C+
61-65%	—————	C
56-60%	—————	C-
46-55%	—————	D
45% and less	—————	F

If and when necessary, the grades can be adjusted to reflect a normal distribution curve.

Course Schedule and Activities for BA 336
Human Factors in Small Businesses
 Spring 2014
(January 21 – May 12 /2014)

Week	Topics to be covered	Chapters to be covered.(Students should read the chapters in advance of class	Activities	Remarks
Week 1 Tuesday Jan 21 12:3 – 3:15 PM	<ul style="list-style-type: none"> • General Introduction to How human behavior affects business 	Read chapter 1 - 4 for next class	Lecture, class discussion, question and answer session	



LINCOLN UNIVERSITY

<p>Week 2 Tuesday Jan 28 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> • Entrepreneurs in Business • The Business Plan • Franchising 	<p>Read chapter 5- 8 for next class</p>	<p>Lecture, class discussion, question and answer session, Point and counter point exercise</p>	
<p>Week 3 Tuesday Feb 4 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> • Buying an Existing Business • The Financial Plan • Managing Cash Flow 	<p>Read Chapters 9- 12 for next class</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 4 Tuesday Feb 11 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> • Guerrilla Marketing Plan • Advertising and Promotion • Pricing and Credit • Global Marketing 	<p>Read Chapters 13- 15 and 9 for next class</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 5 Tuesday Feb 18 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> • Entrepreneurship and E-Commerce • Equity Financing • Debt Financing 	<p>Read Chapters 16 and 17 for next class and prepare for mid-term</p>	<p>Lecture, class discussion, question and answer session,</p>	
<p>Week 6 Tuesday Feb 25 Mid-Term Exam Class continues Week 6 (cont'd)</p>	<p>Mid tem Exam (12:30 – 1:30)</p> <p>Then class continues:</p> <ul style="list-style-type: none"> • Physical Facilities, location, • Supply chain management • 	<p>Read Chapter 18 and 19 for next class</p>	<p>Lecture, class discussion, question and answer session, Case exercises</p>	
<p>Week 7 Tuesday March 4 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> • Inventory Mgmt 	<p>Read Chapter 19 for next class</p>	<p>Lecture, class discussion, question and answer session, Case exercise</p>	



LINCOLN UNIVERSITY

<p>Week 8 Tuesday March 11 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> Staffing and Leading 	<p>Read Chapter 20 for next class</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 9 Tuesday March 18</p>	<p>Spring Recess (March 18 -22)</p>			
<p>Week 10 Tuesday, March 25 12:30 – 3:15</p>	<p>Student Presentation of Group Project</p>	<p>Group Project</p>	<p>Students present their project assignments followed by questions, and comments from the class</p>	
<p>Week 11 Tuesday, April 1 3:30 – 6:15 PM</p>	<ul style="list-style-type: none"> Management Succession and Risk management 	<p>Read Chapter 21 for next class</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 12 Wed, April 8 3:30 – 6:15 PM</p>	<ul style="list-style-type: none"> Ethics and Social Responsibility 	<p>Read Chapter 22</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 13 Tuesday April 15 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> Legal Environment of Business 	<p>Read Power Point slides on Work force diversity and management</p>	<p>Lecture, class discussion, question and answer session, Cases</p>	



LINCOLN UNIVERSITY

<p>Week 14 Tuesday April 22 12:3 – 3:15 PM</p>	<ul style="list-style-type: none"> Challenges in Managing a Diverse work Force 		<p>Lecture, class discussion, question and answer session, Cases</p>	
<p>Week 15 Tuesday April 29 12:3 – 3:15 PM</p>	<p>Presentation by class on Individual Internet assignment followed by questions, comments, by students</p> <p>Revision of major topics covered in preparation for final exam</p>	<p>Review all chapters in preparation for revision in next class</p>	<p>Presentation by students – discussion following presentations</p>	
<p>Week 16 Tuesday May 6 12:3 – 3:15 PM</p>	<p>Final Exam</p>		<p>Lecture, class discussion, question and answer session</p>	

Please note that the above schedule for lectures, examination dates and other activities can be changed, modified or revised if unforeseen circumstances dictate so or the changes are justified to address the needs of or are in the best interest of students. Some topics listed might be only reading assignments and other topics not listed above may be brought to class for discussion and exercises as needed. Any change to be made will be brought to the attention of students in advance.

Revised: 1/31/2014