

**FAYETTEVILLE STATE UNIVERSITY  
SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF MANAGEMENT**

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto:username@uncfsu.edu)) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

**II. Course Description:**

This course presents a basic and systematic coverage of management theory and practice. It focuses on operating a small business, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. The course explains process of managing a small business including planning, marketing, production, finance, organization, personnel, and pragmatic issues in real situations. Prerequisites: MGMT 311, FIN 311, and MKT 311.

**III. Disabled Student Services:** In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability, please contact the Center for Personal Development in the Spaulding Building, Room 155 (1<sup>st</sup> Floor); 910-672-1203.

**IV. Required Textbook:** Scarborough, Wilson & Zimmerer, Effective Small Business Management

Prentice Hall, Ninth edition, 9780136152705

## V. Student Learning Outcomes –

Upon completion of this course, students will be able to demonstrate basic knowledge and familiarity with the following:

1. Provide an introductory understanding about the nature of small business, the technological revolution affecting small firms, the factors that bring success and failure to new enterprises, as well as, the characteristics of successful entrepreneurs and the unique concerns of a family business.
2. Identify and analyze the various ways individuals can get into a small business.
3. Understand how issues of finance, marketing, operations, and accounting apply to owning and operating a business.
4. Develop an understanding of the role of an entrepreneur in the global setting.
5. Develop an understanding of the role and responsibilities of the entrepreneur in new venture creation and economic development.
6. Provide an opportunity to evaluate your own entrepreneurial tendencies and create a new venture.

## VI. COURSE REQUIREMENT AND EVALUATION CRITERIA

A = earned at least 90% of the points and passed both objectives

B = earned at least 80% of the points and passed both objectives

C = earned at least 70% of the points and passed both objectives

D = earned at least 60% of the points and passed one objective

F = earned less than 60% of the points and did not pass any objective

### Grading System

### Points

Demonstrate basic knowledge of management concepts via tests and quizzes (Objective 1)

Examinations (4) 40

Quizzes (6) 15

Assignments/Class participation and department 20

Demonstrate basic writing competence and team work (Objective 2)

Business Plan (Individual) 10

Case Assignments (2 Cases Managing ) 15

Total Points **100**

## TEACHING STRATEGIES

**Examinations** will consist of multiple choices and/or discussion/short essay questions taken from the learning objectives. Examinations may be administered in class noted in the schedule unless otherwise noted. **Make-up exams will not be given.**

**Quizzes:** Total of 6 Chapter quizzes will be administered during the semester. Students are required to participate in each. Questions for quizzes will be taken from the objectives noted for a given chapter and lecture notes.

**Assignments:** Assignments may include activities such as exploring the Web, exercises, Cases and other types of activities.

**Class Department and Student Behavior Expectations:** -The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to participate in discussion in orderly manner.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students must refrain from any activity that will disrupt the classroom including, but not limited to turning off cell phones, refrain from text messaging and wearing appropriate attire.

**Class Participation:** This class will be taught using a combination of presentations, lectures, case studies, and applications. Therefore, for students to benefit they are required to attend every class. Class attendance is based on punctuality and the entire class period. Students are required to read all assignments for class in advance and take an active part in class discussions. Case analysis and discussion is an integral part of the participation grade. Absence from class on case discussion days is a serious matter, and more than one absence will adversely affect your grade in the course. **Completed case analysis and answers to the assigned questions are due at the beginning of the class on the day assigned even if you are absent from class that day.**

When students are absent from class for authorized reasons such as death in the family, illness, hindrance by true emergency situations or University activities, they will be allowed to make up assignments/examinations that they missed. An officially excused absence, however, merely gives the individual who missed the class an opportunity to make up the work and in no way excuses him or her from completing the course requirements.

**Individual Business Plan:** Each student will develop a business plan for a business of their choosing. The business plan should be developed as the course proceeds. The paper will be graded primarily based upon the *content* of what is written, although issues of form, such as sentence structure, and spelling also enter into the grading of the paper. There is a five point per day deduction for late submissions. This Business Plan will be graded as if a financial lender is considering the project. If you require help with writing a paper, please use the writing lab. Please use this option early in the semester as you must be able to complete basic academic paper writing to accomplish these paper assignments. **YOU MAY NOT USE A PAPER FROM ANOTHER CLASS (EITHER PREVIOUS OR CONCURRENT).**

## **COURSE POLICIES**

Assignments will not be accepted without a cover page (which will result in a deduction for that assignment). The cover page should identify **the assignment, course number, instructor's name, student's name or names of team members, and date** (centered and double spaced).

## **VII. Academic Dishonesty**

### ***Plagiarism occurs when***

- *students submit work that directly quotes or paraphrases the work of another, without specific citation of the passages crediting the creator of the work*
- *students combine the works of another with their own original efforts, including comments on those passages, without specific citation of the passages crediting the creator of the work*
- *students include a list of references at the end of an assignment but do not indicate which words or passages specifically (by use of quotation marks) are from those sources and which words or passages are original work*
- *The consequences of plagiarism range from failing the assignment to dismissal from the class or University, depending upon the extent of plagiarism. Please see the Student Handbook and University policies for further details.*

### ***Please note the following University policies:***

***INTERIM GRADE X = NO SHOW*** – Assigned to students who are on a class roster, but never attended class. This is for warning purposes only; it is **NOT** a final grade.

***INTERIM GRADE EA = EXCESSIVE ABSENCES*** - Assigned to students whose class absences exceed 10% of the total contact hours. For warning purposes only, **NOT** a final grade.

***FN = FAILURE DUE TO NON-ATTENDANCE*** – Assigned to students who are on class roster, but never attend the class. An FN grades is equivalent to an F grade in the calculation of the GPA.

### ***NOTE TO STUDENTS ABOUT CLASS WITHDRAWALS:***

***New Withdrawal Policy: The maximum number of withdrawal allowed throughout the career life of a student in FSU is 5 effective Fall 2009. Therefore, students are advised to desist from unnecessary withdrawals, rather seek advisement, and take advantage of academic support services available to you at the department, college, and university-wide levels when experiencing academic and personal challenges.***

***Students receive no refund for withdrawing from individual classes and they slow their progress toward degree completion. STUDENTS MUST STRIVE TO EARN CREDIT FOR ALL THE CLASSES IN WHICH THEY ENROLL. STUDENTS SHOULD WITHDRAW FROM CLASSES ONLY WHEN IT IS ABSOLUTELY NECESSARY.***

***EX Grade Policy: Students may sign up for EX contract with the instructor within the first five weeks of the semester. The Ex grade contract allows student to continuing work through the subsequent semester on the same course in which the student is challenged for a pass grade.***

All assignments submitted by students are required to have a cover page with the following information (centered and double spaced):

**Name of Assignment**  
**Title of the Course (MGMT 450)**  
**Presented to: Name of Instructor**  
**Submitted by: Student's (or Team Members) Name(s)**  
**School of Business & Economics**  
**Fayetteville State University**  
**Date**

The text of the assignment should be double-spaced.

**IV. COURSE OUTLINE WITH ASSIGNMENT SCHEDULE**

<b>Week # (Date)</b>	<b>Topic</b>	<b>Readings and Assignments Due</b>
1 (3/15)	<p><b>Chapter 1 – Challenge of Entrepreneurship</b></p> <ol style="list-style-type: none"> <li>1. What is an Entrepreneur?</li> <li>2. How to spot opportunities.</li> <li>3. Benefits and Challenges.</li> </ol> <p><b>Chapter 2 – Building the Business Plan</b></p> <ol style="list-style-type: none"> <li>1. Competitive Advantage</li> <li>2. Strategic Thinking</li> </ol>	<p><b>Review of syllabus</b></p> <p><b>Read Chapters 1 &amp; 2</b></p>
2 (3/17)	<p><b>Chapter 3 – Choosing a form of ownership.</b></p> <ol style="list-style-type: none"> <li>1. Sole proprietorship</li> <li>2. Corporations</li> </ol> <p><b>Chapter 4-Franchising</b></p> <p><b>Chapter 5-Buying an existing Business</b></p> <ol style="list-style-type: none"> <li>1. Valuing the business</li> <li>2. The right way</li> </ol>	<p><b>Read Chapter 3,4,5</b></p> <p><b>QUIZ 1</b></p>

2 (3/22)	<p><b>Chapter 6 –Feasibility study and Business Planning</b></p> <ol style="list-style-type: none"> <li>1. Why do I need one?</li> <li>2. Elements of a BP</li> <li>3. What do the bankers look at?</li> </ol>	<p><b>Read Chapter 6</b></p> <p><b>Exam 1 (Ch 1-5)</b></p>
2 (3/24)	<p><b>Case Study</b></p>	
3 (3/29)	<p><b>Chapter 7 –Creating a solid Financial Plan</b></p> <ol style="list-style-type: none"> <li>1. Financial Reports</li> <li>2. Ratio Analysis</li> </ol>	<p><b>Read Chapter 7</b></p> <p><b>QUIZ 2</b></p> <p><b>BP idea / Concept due</b></p> <p><b>Case Due</b></p>
3 (3/31)	<p><b>Chapter 8 –Managing Cash Flow</b></p> <ol style="list-style-type: none"> <li>1. Cash Management</li> <li>2. Cash Budget</li> <li>3. 3 C's</li> <li>4. Don't get in Trouble</li> </ol>	<p><b>Read Chapter 8</b></p>

<p>4 (4/5)</p>	<p><b>Chapter 9- Guerilla Marketing</b></p> <ol style="list-style-type: none"> <li>1. Marketing Plan</li> <li>2. Market Research</li> <li>3. Marketing Mix</li> </ol> <p><b>Chapter 10 – Creative Use of Advertising</b></p> <ol style="list-style-type: none"> <li>1. Your unique position</li> <li>2. Selecting a media</li> <li>3. Prepare a budget</li> </ol>	<p><b>Read Chapter 9&amp;10</b></p> <p><b>QUIZ 3</b></p>
<p>4 (4/7)</p>	<p><b>Chapter 11 – Pricing and Credit</b></p> <p>Entire chapter</p>	<p><b>Read Chapter 8</b></p> <p><b>Exam 2 (Ch 6-10)</b></p>
<p>4 (4/12)</p>	<p><b>Chapter 12 –Globally Marketing</b></p> <ol style="list-style-type: none"> <li>1. Exporting</li> <li>2. Barriers to trade</li> <li>3. Trade agreements</li> </ol> <p><b>Chapter 13 – E-Commerce</b></p> <ol style="list-style-type: none"> <li>1. Factors to consider</li> <li>2. 12 Myths</li> <li>3. Strategies for success</li> <li>4. Tracking Web results</li> </ol>	<p><b>Read Chapter 12 &amp; 13</b></p> <p><b>QUIZ 4</b></p>
<p>5 (4/14)</p>	<p><b>Chapter 16 – Location and Layout</b></p> <ol style="list-style-type: none"> <li>1. Logical choice</li> <li>2. Criteria</li> <li>3. Options</li> <li>4. Manufacturing</li> </ol>	<p><b>Read Chapter 16</b></p>

<p>5 (4/19)</p>	<p><b>Chapter 17 – Supply Chain Management</b></p> <ol style="list-style-type: none"> <li>1. Purchasing Plan</li> <li>2. Timing</li> <li>3. Vendor analysis</li> <li>4. Legal issues</li> </ol> <p><b>Chapter 18 – Managing Inventory</b></p> <ol style="list-style-type: none"> <li>1. Inventory control systems</li> <li>2. JIT</li> <li>3. Protection</li> </ol>	<p><b>Read Chapter 17 &amp; 18</b></p> <p><b>QUIZ 5</b></p>
<p>5 (4/21)</p>	<p><b>Case Study</b></p>	
<p>5 (4/26)</p>	<p><b>Chapter 19 - Staffing</b></p> <ol style="list-style-type: none"> <li>1. The nature of motivation</li> <li>2. Need theory</li> <li>3. Equity theory</li> <li>4. Goal setting theory</li> <li>5. Learning theory</li> <li>6. pay and motivation</li> </ol>	<p><b>Read Chapter 13</b></p> <p><b>Exam 3 ( Ch 11-13,16-18)</b></p> <p><b>Case Due</b></p>
<p>6 (4/28)</p>	<p><b>Chapter 20 – Management Succession and Risk Management</b></p> <ol style="list-style-type: none"> <li>1. Family Businesses</li> <li>2. Exit strategy</li> <li>3. Risk Management</li> </ol> <p><b>Chapter 21 – Ethics and Social Responsibility</b></p> <ol style="list-style-type: none"> <li>1. Who is responsible?</li> <li>2. Putting it into practice.</li> </ol>	<p><b>Read Chapters 20 &amp;21</b></p> <p><b>Quiz 6</b></p>

6 (5/3)	Final Review	<b>Business Plan Due</b> (Electronic and Hardcopy)
7 (5/5)	<b>FINAL EXAM</b>	<b>Final Examination: Comprehensive</b> <b>25% Chapters 1-12</b> <b>75% Chapters 13-16</b>

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