



# LINCOLN UNIVERSITY

## Small Business Management (BA 115)

### COURSE SYLLABUS

Fall, 2017 – Thursday, 12:30pm-3:15 pm

Instructor: Prof. Arthur Ashurov, Ph.D., # 407

Office Hours: Thursdays from 11:30am to 12:30pm by arrangement

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Credit: 3 Units = 45 Lecture Hours

#### Course 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, and evaluating a small firm. *Prerequisite: BA 10 or equivalent*

#### Required Textbook:

Norman M. Scarborough; Jeffrey R. Cornwall; Entrepreneurship and Effective Small Business Management, 11th Edition, 2014; Pearson; ISBN 10: 0-13-350632-0; ISBN 13: 978-0-13-350632-7

Last Update: August 14<sup>th</sup>, 2017

#### Course Objectives:

The course objectives are the following:

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.

#### Instructional Methods:

The course will be conducted in the form of lectures and interactive discussions on the present small business environment and management essentials. Case studies will be provided.



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**Learning Outcomes:**

	Course Learning Outcome	Assessment Activity
1	Understand the dynamics relating to leading a growing company, strategic management, marketing, advertising and promotion, human resources management, succession and risk management in small business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
2	Understand forms of business ownership, franchising, and buying an existing business.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
3	Demonstrate an ability to conduct a feasibility analysis, craft a solid business/financial plan.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
4	Understand how to choose the best location, layout, and physical facilities.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
5	Understand the role ethics and social responsibility play in entrepreneurship	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams

**Attendance:**

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

**Grading Policy:**

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
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360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

## Exams:

We will have two exams: midterm and final exam during the course. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

**ABSOLUTELY NO MAKEUP TESTS AND PROJECT ARE ALLOWED.**

## Other Comments:

- Please participate. 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. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

*The instructor reserves the right to change this syllabus*



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## CLASS SCHEDULE:

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
Thu: 08/24	Orientation via Syllabus. Introduction to Course. Class Discussion: Chapters 1	Ch. 1 Team Project Assignment.
Thu: 08/31	Chapter 2	Ch. 2
Thu: 09/07	Chapter 4	Ch.4, Case 1
Thu: 09/14	Chapter 5	Ch.5
Thu: 09/21	Chapters 6, 7	Ch.6,7
Thu: 09/28	Chapters 8, 9	Ch.8,9, Case 2
Thu: 10/05	Chapter 10. Midterm Exam Review	Ch.10
Thu: 10/12	<b>Midterm Exam (Chapters 1-10).</b>	
Thu: 10/19	Midterm Exam Results Review. Chapters 11,12	Ch.11,12, Case 3
Thu: 10/26	Chapters 14,15,16	Ch.14,15,16
Thu: 11/02	Chapter 17,18	Ch.17,18
Thu: 11/09	Chapter 21	Ch.21
Thu: 11/16	Chapter 22 Project Team Presentation + Team Evaluation	Ch.22
Thu: 11/30	Project Team Presentation + Team Evaluation Final Exam Review	
Thu: 12/07	<b>Final Exam</b>	

**NOTE:** *This schedule may be subject to change*



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## Appendix. Program and Institutional Learning Outcomes

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
<b>1a</b>	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
<b>2a</b>	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
<b>3a</b>	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
<b>4a</b>	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
<b>5a</b>	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
<b>6a</b>	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
<b>7a</b>	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our BA program will be able to:</i>	
<b>1</b>	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
<b>2</b>	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
<b>3</b>	Demonstrate the ability to communicate with others using written and oral communication tools.
<b>4</b>	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
<b>5</b>	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.