

## LINCOLN UNIVERSITY

### BA 436 HUMAN FACTORS IN SMALL BUSINESSES

**Course Units:** 4 units (45 Lecture Hours + 1 unit individual project)

**Semester:** Fall Semester 2017

**Dr. Pete Bogue**, Associate Professor of Business Administration; **E-mail address:** [petebogue@lincolnuca.edu](mailto:petebogue@lincolnuca.edu) (checked periodically for messages); **Office hours:** Thursday, 11:30 AM to 12:30 PM by appointment.

**Catalogue Course Description:** This course investigates the problems in supervising and working effectively with peoples, problems, which face the proprietorship, partnership, or closely held corporation in such matters as organizational structure, personnel policies, and managerial succession. A one-unit written research project and its oral presentation are required for the course (4 units)

#### **Learning Outcomes:**

*Upon the completion of the course, students should demonstrate an ability to:*

1. Understand the dynamics relating to leading a growing company, strategic management, marketing, advertising and promotion, E-commerce, human resources management, and risk management in small business.
2. Understand the role ethics and social responsibility play in entrepreneurship.
3. Describe why creativity and innovation are such integral parts of entrepreneurship.
4. Understand the importance of strategic management to a small business.
5. Understand forms of business ownership, franchising, and buying an existing business.
6. Be able to conduct a feasibility analysis, craft a solid business/financial plan.
7. Understand the factors an entrepreneur should consider before launching into e-commerce.
8. Describe the importance of hiring the right employees and how to avoid making hiring mistakes.
9. Understand the role managerial succession plays in perpetuating the life of the small business.
10. Understand the legal environment of entrepreneurship, business law and governmental regulation.

**Assessment Activities of Learning Outcomes:** Discussion Questions, In The Entrepreneurial Spotlight/Action, Appendix Case Presentations, Self-Assessment Library, Research Project Documenting Sources, Final Comprehensive Examination.

#### **Instructional Materials and References:**

Required Textbook: Scarborough, Norman M., and Jeffrey R. Cornwall, "Entrepreneurship and Effective Small Business Management," 11th ed. (Upper Saddle River, New Jersey: Prentice Hall, 2015). ISBN-13: 9780133506327.

**Instructional Methods:** Lectures supported by PowerPoint slides with supervised exercises and business case studies. The emphasis will be on learning by doing. Every student must participate in intensive classroom activities, must complete homework and course assignments, and take the exams.

**Topical Outline:** This course provides a complete, comprehensive review of the essential material needed to launch and manage a small business successfully in the hotly competitive environment of the twenty-first century. With a focus on the “people perspectives” of the small business enterprise, the course provides plenty of practical, “hands-on” tools and techniques to make the small business venture a success. The textual material teaches the “right” way to build a business plan, to launch and manage a small business with the staying power to succeed and grow.

**Course Requirements:** Students will be responsible for completing the textbook chapter readings prior to the lectures, homework and classroom activities, case studies, and examinations. The expected amount of time a student will need to spend outside of class to complete his/her individual and/or group out-of-class homework assignments is six (6) hours per week for a 3-unit class.

**Assessment Criteria and Methods of Evaluating Students:**

The basis for the determination of the final grade for the course will be the total weighted score for all activities according to the percentages shown in the table below:

10%	Discussion Questions
10%	In The Entrepreneurial Spotlight/Action
15%	Appendix Case Presentations
10%	Self-Assessment Library
15%	Research Project Documenting Sources
15%	Research Project Presentation Utilizing Power Points for Additional 1 unit
35%	Final Comprehensive Examination
05%	Attendance
100%	Total

**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

**Attendance:** Regular attendance at classes is essential. Each student is expected to be present for scheduled class periods, to be punctual, and to remain in class for the entire scheduled period. Excessive absences or tardiness may result in loss of credit, lowering

of grade, or dismissal from the class. Students are responsible for making up class work missed.

**Examinations:** The final exam 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.

**Electronic Devices:** Cell phone ringers must be turned off while in the classroom and placed in a vibrating mode. Smart phone and laptop screens may not be viewed in class while lectures are in progress unless otherwise instructed.

**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 English structure, grammar, spelling, and sophistication of analysis.

**Plagiarism Detection:** Lincoln University subscribes to Turnitin plagiarism prevention service. Student work will be used for plagiarism detection and for no other purpose. Originality reports will not be available for viewing.

**Modification of the Syllabus:** This syllabus and schedule are subject to change in the event of extenuating circumstances. An announcement of any changes will be made in class.

Fall Semester 2017, 08/21/17 to 12/11/17; Thursday, 3:30 to 6:15 PM

### **Homework and Classroom Activities:**

**NOTE:** Particular attention should be directed to textbook chapter behavioral objectives, readings, 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.

**NOTE:** Students will answer the "Discussion Questions" in advance of lectures, word process the answers, bringing them to class, prepared to respond if called upon by the instructor to summarize the answers to these discussion questions. Satisfactory answers will be scored as a 2 (strong answer), 1 (satisfactory answer), or 0 (unsatisfactory answer or absence). Students will submit the discussion question answers to the instructor (or CANVAS) by the end of the course.

**NOTE:** Students will answer the "In the Entrepreneurial Spotlight" mini-case(s) questions, word process the answers, and submit them to the instructor (or CANVAS) by the end of the course.

**NOTE:** Students will analyze and solve one or more assigned “Appendix Cases” in the text under the guidance of the instructor, cover the case scenarios in some detail, apply relevant concepts and practical applications found in the respective chapters, word process the answers to the questions following the cases, and submit them to the instructor (or CANVAS) by the end of the course.

**NOTE:** Students will be given the opportunity to make Power Point presentations before the class of their solutions to the assigned “Appendix Cases” and their responses to the questions following the case. Students must be prepared to deliver creditable responses adding value based upon the material in the relevant chapter(s). Students’ presentation skills will be assessed and evaluated for their professional demeanor. Please be prepared to participate. What you put into the course will determine what you and others get out of it. Students will submit the Power Points to the instructor (or CANVAS) by the end of the course.

**NOTE:** Self-Assessment Library: Insights Into Your Skills, Interests, and Abilities. Self-assessment questionnaire handouts will be completed in class in conjunction with the textbook readings. Students will record their self-assessment scores and an analysis/interpretation of them on the questionnaires to be submitted to the instructor (or CANVAS) upon completion of the exercise or by the end of course.

**NOTE:** Individual Research Project: Doctoral students (DBA) are required to submit a research paper based upon the subject matter of selected chapter(s) from the textbook reviewing the current research about the chosen subject, summarizing the results, and offering conclusions. Needless to say, the research paper should be carefully and thoughtfully well written. The format of the research paper must adhere to the APA Publication Manual, available in the L.U. library and on the Lincoln University Website, be documented by proper annotation and referencing and include a bibliography. Students will submit the research projects to the instructor (or CANVAS) by the end of the course. In addition, a Power Point presentation summarizing the research project to fellow doctoral students and faculty at large will be required at a time and place to be arranged on campus upon conclusion of the course.

**Course Schedule:**

Thursday, August 24, Chapter 1 Entrepreneurs: Driving Force Behind Small Business

Discussion Questions: 1-2, 1-3, 1-4, 1-9, 1-11, 1-12

In The Entrepreneurial Spotlight: “Collegiate

Entrepreneurs,” Mini-cases: ‘ThinkLite,’ ‘Skida,’ ‘Bump Technologies,’ Questions 1, 2, 3, 4

Self-Assessment Library

Thursday, August 31, Chapter 2 Ethics and Social Responsibility: Doing the Right Thing

Discussion Questions: 2-2, 2-3, 2-4, 2-6, 2-7, 2-8

In The Entrepreneurial Spotlight: “Making a Profit and

Making a Difference,” Mini-cases: ‘Triple Thread,’ ‘Everly,’  
Questions 1, 2  
Appendix Case 8 “United By Blue,” Questions 8-1, 2, 3, 4  
Self-Assessment Library

Thursday, September 7, Chapter 3 Creativity and Innovation: Keys to  
Entrepreneurial Success  
Discussion Questions: 3-1, 3-3, 3-4, 3-5, 3-8, 3-9  
In The Entrepreneurial Spotlight: “The Ingredients of  
Creativity,” Mini-cases: Christoph Rochna’s ‘Papernomad,’  
Steve Cox’s, ‘Green Foam Blanks,’ Questions 1, 2  
Self-Assessment Library

Thursday, September 14, Chapter 4 Strategic Management and the Entrepreneur  
Discussion Questions: 4-1, 4-2 4-3, 4-5, 4-6, 4-8  
In The Entrepreneurial Spotlight, “Strategies for Success,”  
Mini-cases: ‘Shaw & Tenney,’ ‘The Resort at Paws Up,’  
Questions 1, 2, 3  
Appendix Case 9 “Socedo,” Questions 9-1, 2, 3  
Self-Assessment Library

Thursday, September 21, Chapter 5 Choosing a Form of Ownership  
Discussion Questions: 5-1, 5-2, 5-3, 5-5, 5-6, 5-9  
Entrepreneurship in Action, “What’s in a Name?” Mini-case:  
‘Emma,’ Questions 1, 2  
Appendix Case 3 “Jacquil LLC,” Questions 3-1, 2, 3, 4  
Self-Assessment Library

Thursday, September 28, Chapter 6 Franchising and the Entrepreneur  
Discussion Questions: 6-4, 6-5, 6-7, 6-8, 6-12, 6-14  
In The Entrepreneurial Spotlight, “The Allure of Franchising,”  
Mini-cases: ‘Express Oil Change,’ ‘Firehouse Subs,’ ‘Jack in the  
Box,’ Questions 1, 2, 3  
Self-Assessment Library

Thursday, October 5, Chapter 7 Buying an Existing Business  
Discussion Questions: 7-1, 7-3, 7-5, 7-7, 7-10, 7-11  
In The Entrepreneurial Spotlight, Mini-case: “Bond Coffee,”  
Questions 1, 2, 3  
Self-Assessment Library

Thursday, October 12, Chapter 8 New Business Planning Process: Feasibility  
Analysis, Business Modeling, and Crafting a Winning  
Business Plan  
Discussion Questions: 8-1, 8-2, 8-3, 8-4, 8-5, 8-6  
In The Entrepreneurial Spotlight, “A Business Plan: Don’t

Launch Without It,” Mini-case: Bob Bernstein’s ‘Funky Little Coffeehouse,’ Questions 1, 2, 3  
Appendix Case 10 “EasyLunchboxes,” Questions 10-1, 2, 3, 4  
Self-Assessment Library

Thursday, October 19, Chapter 13 E-Commerce and Entrepreneurship  
Discussion Questions: 13-1, 13-2, 13-3, 13-4, 13-5, 13-6  
In The Entrepreneurial Spotlight, “Website Makeovers,” Mini-cases: ‘Favi Entertainment,’ ‘SKLZ,’ Questions 1, 2  
Appendix Case 2 “MYBizHomepage,” Questions 2-1, 2, 3, 4, 5  
Self-Assessment Library

Thursday, October 26, Chapter 21 Staffing and Leading a Growing Company  
Discussion Questions: 21-3, 21-7, 21-9, 21-10, 21-11, 21-13  
In The Entrepreneurial Spotlight, “What a Great Place To Work!” Mini-cases: ‘Ruby Receptionists,’ ‘InQuicker,’ Questions 1, 2  
Self-Assessment Library

Thursday, November 2, Chapter 22 Management Succession and Risk Management Strategies in the Family Business  
Discussion Questions: 22-1, 22-2, 22-3, 22-4, 22-5, 22-8  
In The Entrepreneurial Spotlight, “The Aftermath of a Storm,” Mini-cases: ‘Brown’s Hardware,’ ‘Testa Wines of the World,’ Questions 1, 2, 3  
Appendix Case 4 “Red Iguana,” Questions 4-1, 2, 3, 4, 5  
Self-Assessment Library

Thursday, November 9, Chapter 23 Legal Environment: Business Law and Government Regulation  
Discussion Questions: 23-3, 23-5, 23-8, 23-9, 23-10, 23-16  
In The Entrepreneurial Spotlight, “A Second Chance at Success,” Mini-case: Curt Jone’s ‘Dippin’ Dots,’ Questions 1, 2  
Self-Assessment Library

Thursday, November 16, Appendix Case Presentations

Tuesday, November 21 to 25, Fall Recess (Thanksgiving Holiday)

Thursday, November 30, Appendix Case Presentations

Thursday, December 7, Final Comprehensive Examination Results Due to Instructor (or on CANVAS), (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 13, 21, 22, 23); All Assignments Due to Instructor (or on CANVAS).

**Date Syllabus Was Last Reviewed:** August 15, 2017

**Appendix. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>DBA Graduates of Lincoln University should be able to:</i>	
<b>1c</b>	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
<b>2c</b>	Operate within alternative systems of thought, recognizing and assessing the needs, with related assumptions, implications, and practical consequences; and being able to communicate results effectively with others in figuring out solutions to complex problems
<b>3c</b>	as exemplary business professionals, minimize the possibility of indirectly harming others by following accepted standards at local, national or international levels; to be able to assess the likelihood and physical and social consequences of any developed product's harm to others.
<b>4c</b>	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
<b>5c</b>	Have perseverance to accomplish a goal despite potential obstacles, use sound judgments to make decisions at a right time, and make timely appropriate changes in thinking, plans, and methods in achieving organizational goals.
<b>6c</b>	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
<b>7c</b>	Formulate and arrange ideas, designs, or techniques, and apply them to specific issues and problems. They should be able to apply current research, scholarship and or/techniques in the field.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our DBA program will be able to:</i>	
<b>1</b>	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
<b>2</b>	Demonstrate effective research skills including formulation of research problem; integration of previous literature into an appropriate literature review; design of a research study; data analysis; and summary and presentation of results.
<b>3</b>	Create and present advanced forms of oral and written communications, including teaching and advising.
<b>4</b>	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
<b>5</b>	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.