

LINCOLN UNIVERSITY

BA 336 HUMAN FACTORS IN SMALL BUSINESSES

Course Units: 3 units (45 Lecture Hours)

Semester: Spring Semester 2017

Dr. Pete Bogue, Associate Professor of Business Administration; E-mail address: petebogue@lincolnucaedu (checked periodically for messages); Office hours: Monday/Wednesday 2:30 to 3:30 PM by appointment.

Catalogue Course Description: This 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)

Learning Objectives:

Upon satisfactory completion of this course, students will be able 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. Understand forms of business ownership, franchising, and buying an existing business.**
- 4. Be able to conduct a feasibility analysis, craft a solid business/financial plan.**
- 5. Understand the role managerial succession plays in perpetuating the life of the small business.**
- 6. Understand the legal environment of entrepreneurship, business law and governmental regulation.**

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 to attend all lectures and complete the textbook chapter readings prior to the lectures, final examination, written case study analyses, research project, and participate in class activities.

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**
- 35% Final Comprehensive Examination**
- 05% Attendance**

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. 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.

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.

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 structure, grammar, spelling, and sophistication of analysis.

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.

Spring Semester 2017, 03/20/17 to 05/08/17; Monday & Wednesday, 6:30 to 9:15 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 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 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 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 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 CANVAS upon completion of the exercise or by the end of the course.

NOTE: Individual Research Project: MBA students 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 CANVAS by the end of the course.

Course Schedule:

Monday, March 20, 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

Wednesday, March 22, 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

Monday, March 27, 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

Wednesday, March 29, 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,” 9-1, 2, 3

Self-Assessment Library

Monday, April 3, 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

Wednesday, April 5, 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

Monday, April 10, 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

Wednesday, April 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

Monday, April 17, 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

Wednesday, April 19, 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

Monday, April 24, 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

Wednesday, April 26, 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

Monday, May 1, Appendix Case Presentations

Wednesday, May 3, Appendix Case Presentations

Monday, May 8, Final Comprehensive Examination Results Due on CANVAS (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 13, 21, 22, 23); All Assignments Due on CANVAS

Date Syllabus Was Last Reviewed: March 1, 2017