

Fall 2013: MGT 308: Sections 01W, 03W

**Instructor Information** Kevin Wortley  
Adjunct Instructor  
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College of Business and Technology  
Office: 11009 Shady Trail, Dallas, TX 75229 or elsewhere by appointment  
Office Hours: By appointment; online in Virtual Office  
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**Course Information** **Course Description:**  
This course introduces students to the challenges of owning, operating, and marketing a successful small business and the need for entrepreneurial focus in large firms.  
Prerequisites: Junior Standing, MGT 305, and MKT 306.

**Course Objectives:**

The student will gain an understanding of:

1. The practical challenges of starting/acquiring, operating, financing, and marketing a successful small business including the elements of a business plan. Emphasis is given to understanding, creating and presenting a business plan. The student will be exposed to all elements of a business, including company structures, market analysis and plans, management, operations, and financial planning/reporting.
2. Creating and presenting a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers.
3. The skills required for working as teams to develop a business plan which represents a realistic business situation that could be implemented if a student, student team, or other entrepreneur chose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

**Course Text:**

(Either the hard cover or loose leaf version is acceptable)  
"Small Business Management: Launching and Growing Entrepreneurial Ventures (16<sup>th</sup> Edition)" (You do NOT have to use the loose leaf version prepared for Texas A&M University-Commerce), Justin Longenecker, Carlos W. Moore, J. William Petty, and Leslie E. Palich, Cengage Learning, Mason, Ohio 2007.

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**Course** Regular access to e-mail and the Internet is a requirement of this course. **First**

**Requirements:** **Assignment:** Acquire a password for “eCollege” and log-on to the course. “eCollege” can be accessed by going to the TAMU-Commerce homepage ([www.tamuc.edu](http://www.tamuc.edu)) and clicking on “My Leo”. A current copy of the syllabus and course schedule has been uploaded to the course. Other course materials, chapter power points, charts and minor exams that we use will also be uploaded to this site. Any questions or observations from members of the class can be made here in Virtual Office. I will check this regularly for comments and questions.

Note: Announcements and schedule changes will be posted on the course web-site located on eCollege.

### **Software to use during the course:**

This course is being delivered to you by Texas A&M – Commerce through the eCollege course management system. After taking the Student Orientation Tutorial, if you have questions about how the eCollege course management software works, please click on the ?Help button at the top right-hand side of your browser screen. If you can't find the answer to your question in these Help pages, you may click on the HelpDesk button in the left-hand navigation bar of the Help pages and email the HelpDesk through the form provided.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org). You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511 1-866-656-5511 .

### **How do I submit assignment files?**

*All assignment files must be submitted in MICROSOFT WORD format. If you use another word processor, it is YOUR RESPONSIBILITY to translate the file into Word and make sure that all fonts, graphics, etc. are as they should be.*

Please double check to ensure that the file you are uploading is the one you intend to submit, and be sure that it includes your ***name and e-mail addresses*** at the top of the first page, and is *free from viruses*.

**SUBSTANTIAL DELAYS DUE TO VIRUS PROBLEMS ARE YOUR RESPONSIBILITY.** Please use virus-scanning tools if you feel your system and software is suspect. **It is your responsibility to ensure that the file is virus-free before you submit it.**

When it is time to submit the file, the file must be loaded into the correct drop box in e-college FOR THAT PARTICULAR ASSIGNMENT.

**IMPORTANT** When you submit a written assignment into the eCollege dropbox, it will automatically be submitted to [www.turnitin.com](http://www.turnitin.com). **WARNING:** Turnitin.com DOES check to

see if any part of the document is copied from any other document in their files...published or unpublished. Because of the nature of the assignments, some duplication is acceptable and even expected...such as the repetition of titles, names and specific questions and quotations. Within 24 hours of submission, you should be able to check for your report detailing what percentage of your paper has been previously submitted. You are expected to correct and resubmit to reduce it as low as possible (be sure to allow extra time for this!) Anything over 20% will result in automatic point deductions, but anything (no matter what % turnitin.com shows) that does not follow acceptable documentation and citation practices will result in grade deductions or worse. See **Citation Examples** in Doc Sharing. Correct sentence structure, grammar and spelling are expected on all written assignments submitted for a grade.

For additional help with written assignments, please contact the Online Writing Lab at <http://www.tamu-commerce.edu/litlang/writingcenter/default.asp>

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**Course Policy for Drops and Incomplete Grades:**

**Policies:** Students often believe that Internet courses are independent study courses and that they can work at their own pace throughout the course. Although the schedule does provide for some flexibility and does not require class attendance (or commuting to and from class), student discipline to meet due dates for the assignments, projects, and exams is required. If a student gets behind and decides that they should drop the course, they will be evaluated on the work completed up to the point of the request to drop. Generally, students will receive a DP (drop passing) if they are reasonably current with their assignments and a DP will be provided until the "Last day to drop a course or withdraw from school."

**Please note: I reserve the right to administratively drop any student who does not log into the class web site for seven consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than seven days (i.e., extended business travel, etc.) should contact me in advance to avoid an inadvertent drop from the course.**

Incomplete grades are usually reserved for students who have a **family or medical emergency during the last couple of weeks of classes**. For students who are allowed to receive an Incomplete for this course, the policy in this course will be that students must complete the course by the mid-term of following semester or their course grade will receive a one-letter reduction. The University policy states that Incompletes that are not removed by the end of the next long semester will turn into an "F." Please maintain regular "attendance" (that is, stay up with your work **and** participation) in this class to avoid these problems.

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**Units:** Unit Format:

The course will consist of several units with each unit covering 3 to 4 chapters. Each unit will include several types of activities to be completed and will vary depending on the chapters covered. Examples of assignments will be reading of assigned chapters from text, written assignments, individual or group case analysis, and a unit quiz. A unit will be open 14 - 21 days to allow you flexibility in when you complete your assignment, but you will be responsible to complete all assignments and the quiz within the unit dates. Since some assignments will involve other class members, daily checking of e-college announcements and emails will be necessary.

Unit Quiz: (30% of total grade)

There will be a timed, on-line objective quiz (multiple choice or true/false) at the end of each unit. The dates of each quiz will be announced in advance and the student will complete the quiz within the allowed time window. Once you begin the quiz, you MUST NOT exit the quiz until you have submitted it for grade. It is very important that you save your work every 10 to 15 minutes or it will time you out and the quiz will close.

The unit exam is an individual grade and is NOT to be taken with or shared with anyone else in the class. If it is determined that someone has broken any of the terms of the Academic Honesty Policy, both the giver and receiver will receive an "F" in the course and will be reported to the dean. If you know of any student cheating in this or any other course, you are encouraged to report it immediately. Your identity will not be revealed.

Unit Assignments: (30% of total grade)

Unit assignments include individual and group written assignments and both individual and group case analysis. Knowing and understanding the key terms in this course is critical both for success on the unit exams and future business success. Individual and group written assignments and case analysis questions allow you to apply what you are learning to real world situations. All of these assignments are chosen to allow you to learn and apply the knowledge that you are learning for future use in the business world.

Semester Project: (40% of total Grade)

Small Group Business Plan. Student teams (5 to 6 members) will develop and present a business plan for the creation, acquisition or expansion of a small business. The particular business idea to be developed must be approved by the instructor. Throughout the course of the semester, your group will work through the process of writing the different sections of a business plan. At the end of the semester you will combine your sections

into one document (with any changes as needed) and create a power point presentation of the high points of your plan. All business plans must represent a **realistic business situation** that could be implemented if a student, student team, or other entrepreneur chose to do so.

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new small business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing small business.
3. A plan for the expansion or change of an existing small business.

One-half of the business plan grade (50%) will be based on a completed written plan (both the unit group business plan assignments and the final written plan) as produced by the team; the other half (50%) will be based upon your group's power point presentation, and your own team members evaluation of YOUR efforts on the project.

NOTICE: this syllabus is a **guideline** of what I have planned for this course this semester.... it is always in a state of change. In the “real world” managers must react to change as situations dictate...this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

**Student With  
Disabilities**

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**Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Halladay Student Services Building**

**Room 303 A/D**

**Phone (903) 886-5150 (903) 886-5150 or (903) 886-5835 (903) 886-5835**

**Fax (903) 468-8148**

StudentDisabilityServices@tamu-commerce.edu