

Syllabus for  
**MGT 422/GMGT 556--Small Business Basics**  
3 Credit Hours  
Spring 2015

I. COURSE DESCRIPTION

A survey of management principles concerning planning, organizing, directing, controlling, and staffing at the organizational level in the small business environment. Guest speakers are used extensively who have entrepreneurial experience.  
Prerequisites – None

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Learn to use the technical tools necessary to effectively develop and operate a business.
- B. Develop analytical ability through case discussion.
- C. Learn how to interact with great entrepreneurs who will share their experience and put the textbook techniques into a real world perspective.
- D. In line with the purpose of the University, this course seeks to do the following:
  - 1. Contribute to the education of the whole person.
  - 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
  - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the University into a unified whole.
  - 4. Sharpen the communication, computation, and critical analysis skills of each student.
  - 5. Develop appreciation for differing cultures.
  - 6. Increase the student's recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
  - 7. Demonstrate that knowledge and experience are related, not separated.
  - 8. Reveal God's purpose and glory as evident in this course study.
  - 9. Assist the students' development of basic skills, acquiring of basic knowledge, and formulation of a world vision.
  - 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
  - 11. Encourage a lifestyle of personal fitness and physical well-being.
- E. In line with the purpose of the management program, this course seeks to prepare a student for an active role in the general area of management. An objective of this program is to focus on effectively managing the resources of the firm through the functions of planning, organizing, controlling, staffing, and directing. The student has the potential of maximum achievement in

several of the varied fields within management. Through all of the courses in management it is the purpose of the program to develop an integrated person spiritually alive, intellectually alert, and physically disciplined.

### III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

#### A. The Art of Entrepreneurship

As a result of successfully completing this course, the student will be able to do the following:

1. Describe the importance of effective decision-making in business and will learn the decision-making process.
2. Assess his personal stance on risk taking and will learn how to approach business opportunities through risk/reward analysis.
3. Discuss how to profit from entrepreneurial mistakes and make significant progress in overcoming the fear of failure.

#### B. The Science of Entrepreneurship

As a result of successfully completing this course, the student will be able to do the following:

1. Express the basics of business startups, including:
  - a. Selecting the right industry.
  - b. Market analysis and testing.
  - c. Development of a founder's team.
2. List the various sources of venture capital and know how to prepare business plans and financial projects necessary to secure capital.
3. Explain the principles of financial management as they relate to entrepreneurial enterprises.
4. Describe the principles of entrepreneurial marketing, including:
  - a. Forecasting and controlling scales.
  - b. Development of a field sales office.
  - c. Organization of distribution networks.

### IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

#### A. Required Materials

Hatten, Timothy S. *Small Business Management*. (5<sup>th</sup> Ed.)

2012. ISBN: 13-978-0-538-45314-1

Harnish, Verne. *The Greatest Business Decisions of All Time*. 2012. New York: Fortune Books. ISBN: 978-1-60320-059-2

Gerber, Michael E. *The E-Myth Revisited*. 2001. New York: HarperCollins. ISBN: 0-88730-728-0

Gilkey, Charlie *The Small Business Lifecycle: A Guide for Taking the Right Steps at the Right Time* 2013. ISBN 978-1-938886-48-5

Graduates also must read:

#### B. Other Materials:

1. A variety of Internet sites with material on planning a new business and model business plans. See, for example, the entrepreneurship resources available at: <http://www.kauffman.org> and <http://www.sba.gov>

2. Selected business plans used as case studies.
3. Materials supplied by guest entrepreneurs.

## V. POLICIES AND PROCEDURES

### A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
  - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
  - b. Failing to meet group assignment or project requirements while claiming to have done so;
  - c. Failing to cite sources used in a paper;
  - d. Creating results for experiments, observations, interviews, or projects that were not done;
  - e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
  - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

## B. COURSE POLICIES AND PROCEDURES

### Evaluation Procedures

#### 1. Point System

Quizzes and Attendance	100 Points
Cases	100 Points
Midterm and Final Exam	200 Points
Final project	100 Points
Total Possible	500 Points

#### 2. Grading System

90% of total points	A
80%	B
70%	C
60%	D
below 60%	F

3. Graduate students will read three additional books and will report in class.
4. There will be a reduction of the student's final grade for the course by one letter grade if a student accumulates more than four absences without approval.
5. A student should make every effort possible to be in attendance when exams or presentations are scheduled. If a student is unable to attend for medical reasons, then it is the student's responsibility to communicate the reason for the absence to the professor prior to the class and to furnish the professor a written explanation of the need for the absence from the physician who attended to the student. If your illness is severe enough to cause you to miss an exam, it warrants the attention of a physician.
6. Class begins with prayer and volunteers will be solicited.
7. Whole Person Assessment Requirements – None

## VI. COURSE CALENDAR

*All sessions meet Tuesday and Thursday at 10:50-12:05 pm.*

Week 1	Introduction to materials, quiz, group assignment, Chapter 1 and 2
Week 2	Quiz, Chapter 3
Week 3	Quiz, Chapter 4, Book 1
Week 4	<i>Case 1, Quiz, Chapter 5</i>
Week 5	Quiz, Chapter 6
Week 6	Quiz, Chapter 7 and 8, Book 2
Week 7	Case 2, Quiz, Chapter 9
Week 8	Quiz, Chapter 10 and 11
Week 9	Quiz, Chapter 12, Grad Presentation
Week 10	Mid-Term Exam
Week 11	Case 3, Quiz, Chapters 13
Week 12	Quiz, Chapters 14 and 15
Week 13	Case 4, Chapters 16, Book 3
Week 14	Quiz, Chapters 17 and 18
Week 15	Final Presentations
Week 16	Final Exam

Course Inventory for ORU's Student Learning Outcomes

***Small Business Basics MGT 422/GMGT 556  
Spring 2015***

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment. **Moderate Contribution** – Address the outcome directly or indirectly and includes some assessment. **Minimal Contribution** – Address the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

<b>OUTCOMES and Proficiencies/Capacities</b>		<b>Significant Contribution</b>	<b>Moderate Contribution</b>	<b>Minimal Contribution</b>	<b>No Contribution</b>
<b>1</b>	<b>Outcome #1 – SPIRITUALLY ALIVE</b>				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
<b>2</b>	<b>Outcome #2 – INTELLECTUALLY ALERT</b>				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving	x			
2C	Global and historical perspectives		x		
2D	Aesthetic appreciation				x
2E	Intellectual creativity	x			
2F	Information literacy	x			
<b>3</b>	<b>Outcome #3 – PHYSICALLY DISCIPLINED</b>				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
<b>4</b>	<b>Outcome #4 – SOCIALLY ADEPT</b>				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills		x		
4B	Interpersonal skills			x	
4C	Appreciation of cultural and linguistic differences				x
4D	Responsible citizenship			x	
4E	Leadership capacity		x		