

## **ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**FALL – 2008**

**INSTRUCTOR:** Stan Emanuel – MBA, USC – 1983; BS, Financial Management – Clemson University – 1981. Adjunct Business Faculty USCL – Fall, 1995 through Summer, 2006. Became full-time w/USCL in Fall, 2006 after retiring from almost twenty three years in Banking. Past and current involvement in Community Organizations include being Chairman of Board & Treasurer of Lancaster County Chamber of Commerce, Chairman of Board & Treasurer of United Way of Lancaster, Chairman & Classroom Instructor of Junior Achievement Advisory Board of Lancaster County, President & Secretary of The Lancaster Rotary Club, Treasurer of CareNet, Chairman Of Board & Treasurer of Lancaster County Partners for Youth Foundation & Treasurer of Communities in Schools of Lancaster County. The Instructor has also owned and operated his own small business consulting firm since 1995, Management Advisory Services of Lancaster, Inc.

**OFFICE/OFFICE HOURS:** ML 219/ MON/WED 10:00 – 10:50 A.M.; TU/TH 9:30 – 10:45 A.M. Other times before or after class and by appointment. Office Phone – 313-7444. Home Phone – 286-5029.

**E-MAIL:** EMANUELL@GWM.SC.EDU

**TEXT:** Small Business Management – Longenecker, Moore, et al – 13<sup>th</sup> Edition

**COURSE# / SECTION# / MEETING TIME / ROOM:**

MGMT L472 / SEC 005 / Mon / Wed 1:00 - 2:15 P.M. / Bradley 107

**GRADING SCALE:**

A : 90-100	C : 70-76
B+: 87-89	D+: 67-69
B : 80-86	D : 60-66
C+: 77-79	F : Below 60

**ATTENDANCE:** Students are expected to attend all classes. Good attendance could improve your final grade. Attendance will not be counted against a student if they have a doctor's excuse for themselves or a dependent, death in family or other legitimate reasons. Unexcused absences can be made up by doing **one hour** of community service or spending **one consecutive hour** in The Academic Success Center (Both Documented) for each class missed.

**MISSED TESTS / ASSIGNMENTS:** Unless extenuating circumstances occur, the Instructor **must be notified well in advance** if a student has to miss a test or cannot complete an assignment on time. In both cases, the Instructor will make every effort to work with the student to make up the work as quickly as possible. Otherwise, a grade of zero (0) will be assigned for that work.

**GRADING:** Student's grades will be determined by the following:

10 Case Assignments (Drop Lowest Grade)	<b>55.00%</b>
Written Business Plan	<b>18.00%</b>
Business Plan Presentation	<b>7.00%</b>
Class Participation (Only used to improve Grade)	<b>10.00%</b>
Attendance (Only used to improve Grade)	<b>10.00%</b>

Students can work on all assignments alone or with one other person in the class.

**COURSE OBJECTIVE / CLASS FORMAT:** The primary objective of this course is to provide students with a better understanding of the world of Small Business Management by using a Case/Real World Approach. The Instructor will draw on his own business experience to help students apply the theoretical points in the textbook as well as encourage class discussion. We will also try and schedule a Guest Speaker (s) to help the students better visualize how small businesses operate today. Students are expected to read the assigned chapters and cases prior to class.

**MEETING DATE:**

**ASSIGNMENTS / TOPICS COVERED:**

August 25	Introduction
August 27	Chapter 1 / Assign Case #1
September 3	<b>Case #1 Due</b> / Assign Case #2 / Chapter 2
September 8	Return & Discuss Case #1 / Chapter 3
September 10	<b>Case #2 Due</b> / Assign Case # 3 / Chapters 3/4
September 15	Return & Discuss Case #2 / Chapters 4/5
September 17	<b>Case #3 Due</b> / Assign Case #4 / Chapters 5/6
September 22	Return & Discuss Case #3 / Chapters 6/7
September 24	<b>Case #4 Due</b> / Assign Case #5 / Chapters 7/8
September 29	Return & Discuss Case #4 / Chapters 8/9
October 1	<b>Case #5 Due</b> / Assign Case #6 / Chapters 9/10

**MEETING DATE:****ASSIGNMENTS / TOPICS COVERED:**

October 6	Return & Discuss Case #5 / Chapters 10 & 11
October 8	<b>Case #6 Due</b> / Assign Case #7 / Chapters 11/15
October 13	Return & Discuss Case #6 / Chapters 15/16
October 15	<b>Case #7 Due</b> / Assign Case #8 / Chapters 16/18
October 20	Return & Discuss Case #7 / Chapters 18/19
October 22	<b>Case #8 Due</b> / Assign Case #9 / Chapters 19 & 21
October 27	Return & Discuss Case #8 / Chapter 21 & Appendix A
October 29	<b>Case # 9 Due</b> / Assign Case # 10 / Appendix A
November 3	Return & Discuss Case #9 / Work on Business Plans
November 5	<b>Case #10 Due</b> / Work on Business Plans Guest Speaker
November 10	Return & Discuss Case #10 / Work on Business Plans
November 12	Work on Business Plans
November 17	Work on Business Plans
November 19	Work on Business Plans
November 24	Work on Business Plans
December 1	Work on Business Plans
December 3	Work on Business Plans

**CONTINGENCY:** The Instructor reserves the right to make adjustments to this Syllabus during the Term provided that the majority of the class is in favor of these changes and the class as a whole will benefit from them.

**BUSINESS PLAN FORMAT:** The student's format for their Business Plans should be Very similar to The Sample Business Plan illustrated in Appendix A of the text.