Small Business Management
MGT 6281 -10
Duques 254
Spring 2016

INSTRUCTOR: George T. Solomon, D.B.A.
Professor of Management
GWU (202) 994-3760
Email gsolomon@gwu.edu
Funger Hall Room 315-D

OFFICE HOURS: Wednesday 3-4, 7-8 PM or by appointment.

COURSE DESCRIPTION: This course will explore and examine the management of a small businesses and the people involved in the starting, managing and growing a small business. In exploring small businesses and the people involved, students will be exposed to the theory and experiences associated with small businesses creation, management and growth. Emphasis will be placed on the integration of theories and concepts with personal experiences.

COURSE OBJECTIVES: The objectives of the course are to:

1. Examine small businesses as a phenomenon.
2. Explore how people involved in small business think, differ, and behave.
3. Explore issues confronting small businesses both internally and externally from start-up to ongoing management to growth of a business.
4. Develop a working knowledge of small business by consulting with a local small business on a specific issue/problem.
5. Advise, counsel and coach students on small business issues to enhance their probability of a successful venture.
LEARNING OBJECTIVES:

1. Learn how to develop necessary analytical skills required in performing analysis of management issues confronting small business owners and managers.
2. Learn to develop necessary skills to become an effective small business owner-manager and/or consultant.
3. Acquire knowledge about the uniqueness of small businesses and their role in the economy.
4. Learn how to effectively work within a group to solve problems, analyze issues and develop sound recommendations for a client.


RECOMMENDED READINGS:

Entrepreneur Magazine Inc. The Economist
Wall Street Journal Fast Company Business Week

Blackboard:

Copies of this syllabus, assignments, and additional readings will be posted on Blackboard.

COURSE COMMUNICATION:

Throughout the semester, I will be sending you regular emails. Please ensure that your GW email account is active and that you check it regularly or set your account so that it forwards emails to your regular email account. Please also ensure that your mailbox is not full! This is a very dynamic course and you are responsible for being aware of the communications and changes as we go through the semester.

COURSE OUTLINE:

Although the following is arranged in major substantive blocks, there may be overlaps with class activities, assignments and discussions. Students are encouraged to read the recommended text at their own speed, desire and interest.
SECTION 1
Role of Small Business to the Economy
And Startup issues

This section of the course will explore the role of small business to the economy. Who are small business owner-managers? What motivates them? Where do they launch and operate? How do they create new ideas or products? Finally, what issues surround the launch of a small business?

SECTION 2
Management Issues Affecting Small Businesses

This section of the course will explore management issues impacting upon the success and viability of a small business including: human resources issues, acquiring professional management skills, examining social and ethical issues affecting small businesses and finally, identifying issues affecting acquiring sources of capital.

SECTION 3
Growth Issues Affecting a Small Business

This section will explore the if, how and when a small business should grow and the barriers to growth.

ONLINE RESOURCES

✓ Students are encouraged to use the www.411sbfacts.com website for information about small businesses.

✓ Students are encouraged to participate in The Entrepreneurial Mind a blog managed by Dr. Jeffery Cornwall at http://www.drjeffcornwall.com/

ASSIGNMENTS

1. Hot Topics (16% of your grade)

Students, individually, will present a 5 minute overview examining a current issue/concern/resource that affects the starting, managing and growing of a small business. Students should present why this particular issue/concern/resource has an impact on small businesses. Students will submit a typed, no more than two pages, and summary of what they presented in class. Note, students should consider selecting an issue/concern/resource based on what is scheduled for that night’s topic. (See Appendix A for an overview)

2. Managing a Small Business – In class Case Studies (25% of your grade)

Students working in groups of three (3) will analyze a real world case study using the prescribed format presented in in Appendix B of this syllabus. Across two dedicated class sessions, we will have real life small business owners and or manager come to class and to present their current problems/issues affecting their business operations.
At the end of all the presentations, groups will rank order the cases from most to less desired to analyze and based on the rankings, each group will be assigned their case study. This is important to keep in mind as it is expected that you engage each of the small business owners with questions you may end up working on their case.

All groups will present their findings in class and be prepared to engage the class in a discussion about the problem. Groups will also be required to submit a copy of their action memo to the professor and the small business owner-manager.

3. **Growing a Small Business - "Major Consulting Project" (50% of your grade)**

Student teams will consult with a small business or non-profit organization. As consultants, students must identify an existing problem(s)/issue(s) and offer viable solutions. In addition to submitting a written report, groups will be required to make an oral presentation [approximately 15 minutes]. Each group needs to have a **minimum** of three meetings with the client (phone or face to face). Groups are required to sign the consulting agreement found in **Appendix C** to this syllabus and hand it to Dr. Solomon before the project commences. Grading System is based on the following: 5% client feedback to instructor about consulting team’s performance; 30% written report; 15% final presentation (See **Appendix D & E**).

4. **Class Participation And Attendance (15 points)**

Active participation in class discussion and exercises is expected of everyone in the class. Students are expected to come to class prepared to discuss the session’s topic – and that means keeping up with the readings. Students need to actively participate in in-class exercises and activities. Students are expected to email or telephone the instructor in the event they cannot attend a class session. However, unless prior agreement has been given, all assignments are due on the dates indicated in the syllabus, regardless if the student is absent from class that day. Please note, that students must put forth an outstanding effort worthy of obtaining the rank of substantial contribution.

Criteria for Participation

Attended all the classes +5.0 (unexcused/excessive absences will result in points being deducted)

Lateness

If you are more than 15 minutes late or leave the class without prior notification to the professor, you will be considered absent

Contribution

<table>
<thead>
<tr>
<th>Seldom Contributes</th>
<th>+0 to 1.99</th>
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<tr>
<td>Occasionally Contributes</td>
<td>+2.1 to 5.0</td>
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<td>Frequently Contributes</td>
<td>+5.1 to 7.0</td>
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<td>Substantially Contributes</td>
<td>+7.1 to 10</td>
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(Note: Grades are not determined on a "curve." That means everyone could conceivably earn the same grade. Final grades will be based on the following:

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<tr>
<th>Points Range</th>
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<tbody>
<tr>
<td>100 - 94 points</td>
<td>A</td>
<td>93 - 91 points</td>
<td>A-</td>
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<td>90 - 87 points</td>
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<td>63 - 60 points</td>
<td>D-</td>
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CODE OF ACADEMIC INTEGRITY:

You should be familiar with the GWU Code of Academic Integrity. A copy of the code is available in the GWU Bulletin. Commitment to academic honesty is crucial; therefore, cheating, fabrication, and plagiarism are strictly forbidden.

ASSIGNMENT DEADLINES

All assignments are due on the date specified in the course syllabus. Students needing an extension MUST contact the professor no later than 24 hours prior to due date. No extensions will be granted for already agreed upon extensions.

Failure to comply with these requirements will result in a loss of a letter grade per day per assignment. All extensions will require the students to submit their assignment to my mailbox in Funger Hall Suite 315 no later than 5 pm on the date agreed to me.

GRADES

1. Hot Topics Discussion 10 points
2. Managing a Small Business Case Study 25 points
3. Major Consulting Project
   (a) Written Report 30 pts
   (b) Client Feedback 05 pts
   (c) In class presentation 15 pts 50 points
4. Class Attendance and Participation 15 points
   TOTAL 100 points
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<thead>
<tr>
<th>DATE</th>
<th>SESSION#</th>
<th>SESSION TOPIC (S)</th>
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<tbody>
<tr>
<td>01-13-16</td>
<td>1</td>
<td>Course Overview and the Role of Small Business</td>
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<td>01-20-16</td>
<td>2</td>
<td>Economic and Political Issues Affecting Small Business</td>
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<td><strong>Hot Topics (3-4 students present)</strong></td>
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<td>01-27-16</td>
<td>3</td>
<td>Buying and/or Starting Issues Affecting Small Business</td>
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<td>• Buy an existing business</td>
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<td>• Acquire a franchise</td>
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<td><strong>Hot Topics (3-4 students present)</strong></td>
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<td>02-03-16</td>
<td>4</td>
<td>Family Business Issues Affecting Small Business</td>
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<td><em>Guest Speaker Nawaf Alabduljader</em></td>
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<td><strong>Hot Topics (3-4 students present)</strong></td>
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<td>02-10-16</td>
<td>5</td>
<td>Informational Resource Issues Affecting Small Business (e.g., consultants, (Trade Associations, Government Agencies, Web sites, Banks, Colleges and Universities)</td>
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<td>• Insights into consulting with a small business</td>
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<td>• Steps necessary in conducting a case analysis</td>
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<td><strong>Hot Topics (3-4 students present)</strong></td>
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<td>02-17-16</td>
<td>6</td>
<td>Human Capital Management Issues Affecting Small Business (Recruiting, Retaining and Training You and Your People)</td>
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<td><strong>In class case studies (Two Small Businesses)</strong></td>
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<td><strong>Hot Topics (3-4 students present)</strong></td>
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<td>02-24-16</td>
<td>7</td>
<td>Organizational &amp; Legal Issues Affecting Small Business Which structure, legal and managerial and why</td>
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<td><em>Guest Speaker invited Clinical Professor Susan Jones</em></td>
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In class case studies (Two Small Businesses)

Hot Topics (3-4 students present)

03-02-16  3  Marketing & Promotional Issues Affecting Small Business

Hot Topics (3-4 students present)

03-09-16  9  Pricing, Budgeting, Cash Flow Issues Affecting Small Business
The life blood of a Small Business

Hot Topics (3-4 students present)

Action Memo on in class client case studies

03-16-16

Spring Break

03-23-16  10  Technology Issues Affecting Small Business

Guest Speaker Invited

Hot Topics (3-4 students present)

03-30-16  11  Managing your Resources Effectively: Material & Financial Management Issues Affecting Small Businesses

Hot Topics (3-4 students present)

04-06-16  12  Growth Strategy Issues Affecting Small Business

“Penny’s Blossoms”

Hot Topics (3-4 students present)

04-13-16  13  Team Presentations

• Consulting Reports Due

04-20-16  14  Team Presentations

• Consulting Reports Due
• Client Feedback Due