

SEMESTER/YEAR: SPRING 2010
COURSE MEETING: Wednesday second half 6:00-8:50 P.M.
ONLY 6:30-9:20 P.M. MAIN
DATES: 3/10 3/17 3/24 3/31 4/7 4/14 4/21 4 /28
LOCATION: ST. CHARLES
CREDITS: 3

BUS 431-1C: SMALL BUSINESS MANAGEMENT

INSTRUCTOR: Paul Gillstrom
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TEXT: Small Business Management (6th ed)
McGraw Hill Irwin

PREASSIGNMENT: Read chapters 1, 2, & 3.

PREREQUISITE: MGMT 321

GRADING:	FINAL	100 pts
	TERM PAPER	200 pts
	PRESENTATION	100 pts

GRADING SCALE:	94 -100 – A	76 – 79 – C+
	90 - 93 – A-	73 – 75 – C
	86 – 89 – B+	70 – 72 – C-
	83 – 85 – B	60 – 69 – D
	80 – 82 – B-	59 or below – F

COURSE OBJECTIVES: Students will be exposed to the challenges facing entrepreneurs. They will learn how to prepare a business plan, including all financial documentation and analysis that would be required of them if actually starting a new business or seeking financing. Aspects of both marketing and management will be discussed.

TEACHING METHODOLOGY: This course will rely primarily on lecture and classroom discussion of contemporary small business topics. Guest speakers will be introduced when available. This course will take a non-traditional approach to learning in that is designed to prepare students for the real world challenges of entrepreneurship.

TESTING: A final exam will be administered to assess the student's comprehension of course material but the final grade will be derived primarily from the student's ability to prepare a business plan.

OUTSIDE RESEARCH: Some research may be required to support the business plan.

ATTENDANCE/PARTICIPATION: Due to the accelerated nature of Weekend College, attendance is critical. Students missing more than one class will not receive a passing grade. Participation in class is mandatory and the instructor reserves the right to call on students at random for their contribution to the discussion. **Points may be added to or deducted from the student's final grade dependent upon the student's participation.**

SCHEDULE: This schedule is subject to change due to accommodate additional and/or the availability of those speakers.

Academic Accommodations

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).

This syllabus is subject to change at the discretion of the instructor.

Session One: Introduction.
3/10 Discuss syllabus.
Explain Business Plan Sections
Chapters 1, 2, 3, & 4.
The Dynamic Role of Small Business.

Session Two: Chapters 5, 6 & 7.

3/17	How to Plan and Organize a Business. Oral description of Business Idea Due
Session Three 3/24	Guest Speaker Written Description of Business Idea Due Market Research
Session Four: 3/31	Chapters 8, & 9. How to Market Goods and Services. Market Research Continued
Session Five: 4/7	Chapters 10, 11, 12, & 13. How to Organize, Manage, and Operate the Business Section One of Business Plan Due
Session Six: 4/14	Chapters 14, 15, 16, & 17. Basic Financial Planning & Control.
Session Seven: 4/21	Business Plan Due Final Exam & Guest Speaker..
Session Eight: 4/28	Business Plan Presentations