

# ENT 463-700 SMALL BUSINESS MANAGEMENT



Fall 2022

| Instructor     | Email                  | Phone        | Office Location |
|----------------|------------------------|--------------|-----------------|
| Sedrik Newbern | sedrik.newbern@wku.edu | 270-883-1518 | Grise Hall 219  |

**Office Hours:** Zoom by Appointment - Please email and I will be happy to set up a meeting with you.

**Prerequisite:** Junior standing or 21 hours of Foundations and Explorations Courses.

## Quick Reference for Syllabus Topics

[Course Description](#)

[Course Materials](#)

[Class Procedures](#)

[Grading](#)

[Exams](#)

[Academic Honesty and Integrity](#)

[ADA Accommodation](#)

[Title IX/Discrimination & Harassment](#)

[COVID-19](#)

[WKU Counseling & Testing Center](#)

[Big Red Backpack](#)

## COURSE DESCRIPTION

*Small Business Management* takes a practical, down-to-earth approach to conceiving, planning, organizing, and managing a small business. Emphasis is placed on the role and growing importance of small business, as well as the current thinking about conceiving, preparing, starting, organizing, and operating a small business.

### Course Objectives

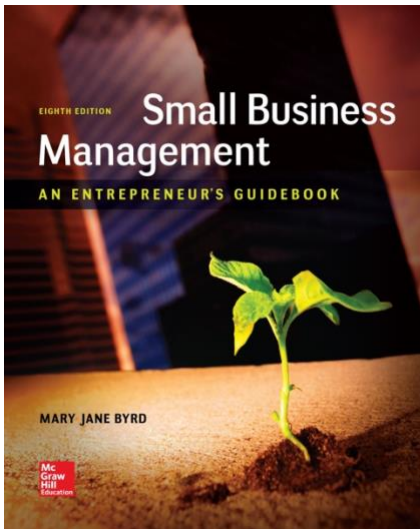
At the end of this course, students should:

- 1) Understand how to achieve optimum benefits from the limited resources available to small firms and how to plan for growth and succession in a business
- 2) Be able to analyze and present case study findings
- 3) Understand the components of a business plan and when to use it
- 4) Confidently present your ideas and conclusions
- 5) Have the ability to work with diverse teams

## COURSE MATERIALS

### Software and Apps

- Access to a computer that is Zoom enabled, email that you check regularly, and use of an app to coordinate team functioning.
- Blackboard: I will be using Blackboard (Bb) extensively for posting class materials (including grades), helpful links, and disseminating important information about the course to you. Please be sure to check the ENT 463 site every 48 hours for updated announcements or messages to the class. To receive messages and announcements, you will want to ensure the email address you have registered with Bb is one that you check daily.



### Required Text

Some or all required materials for this class are delivered through the First Day Inclusive Access program. The First Day program provides access to required materials automatically, typically through one or more links within Blackboard. If you receive access through some other means, your instructor can provide you details. For more information and FAQs go to <https://customer care.bncollege.com/hc/en-us>.

While we do not recommend that you do so, you may choose to opt-out at any time within fourteen (14) days of the start of your class utilizing the First Day portal, and this is the only official way to opt-out. Keep in mind that you will be responsible for purchasing your course materials at the full retail price.

Byrd, Mary Jane 2018. *Small Business Management: An Entrepreneur's Guidebook*, 8th Ed. McGraw-Hill Education: New York, Ny.

## CLASS PROCEDURES

The class will meet online in its entirety. You are expected to complete all assignments on-time unless you have let me know ahead of time. If you have a COVID diagnosis or required quarantine, then please let me and your team know as soon as possible, so I can work with you and your team during your absence. A critical component of me being able to help you through a situation (any situation – not just COVID) is that I know about it as early-on as possible and you remain in contact.

It is critical that you keep up in this course. The readings, lectures, case studies, etc. are scheduled in an attempt to allow you to budget your time and stay on top of the material. Each week, you need to focus on the following:

1. Review all the START HERE materials on Bb. That way I can answer any questions you might have.
2. Keep up with the chapter readings and cases, complete additional readings on Bb, and watch supplemental videos on Bb. That will be critical to your success since all weekly materials are fair game for exams.
3. Make sure your team has a weekly time set aside to touch base about the cases. Ensure you are working together cohesively to review all parts of the case. Every team member is accountable for each case.

## GRADING

Course grades are on a 650-point system including the following items:

| Item                               | Points Possible | Description             |
|------------------------------------|-----------------|-------------------------|
| Participation and Peer Evaluations | 100             |                         |
| Case Study Presentations           | 250             | 10 @ 25 points each     |
| Exams                              | 300             | Top 2 @ 150 points each |
| <b>TOTAL POINTS POSSIBLE</b>       | <b>650</b>      |                         |

You will be expected to select into groups of 3-4 (preferably 4) for the case studies. The groups will be different for each case, so you will have the opportunity to work with each classmate throughout the semester. Note that over 50% of the

course is subject to teamwork and peer evaluation. These are intensive, case reviews and presentations that require dedication, critical thinking, professionalism, and teamwork; however, this is a win-win project. You get practice to prepare you for real-world projects. Peer evaluations will be used to adjust individual scores on cases based on each team members engagement and participation.

## EXAMS

There will be two regular exams, and an optional final exam (covering the last 3 chapters and required readings material). ***Only your top two exam scores will be considered in calculating your final grade.*** Exams will cover material related to assigned chapters, as well as any additional readings, videos, and discussion shared or researched online. All exams will consist of multiple choice and/or short essay type questions and questions are applied (you will likely not be able to look them up in the text). Exams will be offered online for a 24-hour period on the day listed on the syllabus. The exam will open at midnight on the designated day and close on 11:59 PM on that same day.

If you miss a regularly scheduled exam, then the general policy is that you will be required to take the final. However, at the discretion of the instructor, a make-up exam may be given in extreme cases beyond the student's control. To be considered for a make-up exam, you must either discuss your situation with the professor **PRIOR TO** the exam (i.e., university sponsored event) or provide reliable documentation in the event that you missed an exam due to an emergency or extreme circumstance.

## ACADEMIC HONESTY AND INTEGRITY

Academic dishonesty includes both cheating and plagiarism. The term "cheating" includes but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Please note that plagiarism includes using the words of a source too closely, even when it is cited in the paper (without quotations). You are responsible for ensuring that any submitted material is free from plagiarism.

If you or the student team engage(s) in any manner of academic dishonesty for this course, a failing grade will be given on the assignment, and depending on the severity, the individual or team may receive a failing grade in the course. Additionally, your case will be referred to the Office of Judicial Affairs for appropriate disciplinary action.

## ADA ACCOMMODATION

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

## TITLE IX/DISCRIMINATION & HARRASSMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment](#)

[Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s [Counseling and Testing Center](#) at 270-745-3159.

## **COVID-19**

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. [www.wku.edu/healthyonthehill](http://www.wku.edu/healthyonthehill)

## **WKU COUNSELING AND TESTING CENTER**

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

## **BIG RED BACKPACK**

The Big Red Backpack program is the title of WKU’s partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.