**SMALL BUSINESS MANAGEMENT**

MGMT 6450

Independent Study

Asynchronous (no set meeting times)

## Instructor: Jeremy Alan Woods Phone: 213-400-0829

Virtual Office Hours: By appointment Email: [jwoods7@csub.edu](mailto:jwoods7@csub.edu)

Zoom: [Meeting Link](https://csub.zoom.us/j/87540516321) | Meeting ID: 875 4051 6321

**Course Text (digital):**

* Mary Jane Byrd (2018). **Small Business Management: An Entrepreneur’s Guidebook**. McGraw-Hill Education: New York. (McGraw-Hill Connect e-book/online activities package – access through Canvas)
  + *All students are required to have McGraw-Hill Connect access for this course ($90). You will access this through Canvas – just click on any of the assignments in Canvas and you will be directed to the registration screen.*

**Main Course Topics:**

1. Pivoting and problem-solving
2. Time & expectation management
3. Keeping an eye on value creation & harvesting
4. Empowering employees, partners, and customers
5. Managing vision/mission/goals
6. Managing small business culture
7. Managing small business technology
8. Managing small business marketing
9. Managing small business accounting & finance
10. Managing small business bureaucracy

**Managerial Focus Areas:**

1. Starting your small business
2. Family-owned businesses
3. Forms of ownership of small businesses
4. Maintaining good government relations and business ethics
5. Create, buy, or franchise a small business
6. Planning, organizing, and managing a small business
7. How to obtain the right financing for your small business
8. Developing marketing strategies
9. Promoting and distributing
10. How to obtain and manage human resources and diversity in small companies
11. How to maintain relationships with your employees and their representatives
12. Obtaining and laying out operating facilities
13. Purchasing, inventory, and quality control
14. Basic financial planning
15. Budgeting and controlling operations and taxes
16. Risk management, insurance, and crime prevention

**Labor Focus Areas:**

1. Web development
2. Patent/trademark/copyright research & paperwork
3. Customer acquisition (social media marketing & phone/text/email outreach)
4. Competitive research
5. Industry research
6. Contracts/HR/business registrations/best practices research
7. Accounting/financial analysis
8. Capital & resource acquisition

**Course Objectives:**

* Develop a compelling small business management professional image & development plan.
* Develop the ability to successfully lead a small business.
* Exhibit mastery over the managerial and labor focus areas in small business management.
* Manage an actual small business management implementation project in one or more of the auxiliary course topic areas listed above.

**Graded Elements:** *(graded on a curve)*

* Implementation project 300 points
* Managerial white paper 225 points
* Final exams of textbook material 225 points
* LinkedIn 120 points
* Quizzes 80 points
* Professional development 50 points

1000 points

**Grade Determination:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Points** | **Grade** | **Description** | **Points** | **Grade** | **Description** |
| 930+ | A | Excellent | 730 – 769 | C | Satisfactory |
| 929 – 900 | A- |  | 700 – 729 | C- |  |
| 899 – 870 | B+ |  | 699 – 669 | D+ |  |
| 830 – 869 | B | Good | 630 – 670 | D | Poor |
| 800 – 829 | B- |  | <629 | F | Fail |
| 799 – 770 | C+ |  |

**Grading Philosophy:**

* One of the most important capabilities each of you have is the capability to take ownership over your own professional life. There are countless good reasons for not getting something done, but at the end of the day, the final measurement is whether you deliver high-quality results or not. I won’t think any less of you as human beings if you don’t deliver high-quality results, but your grade will reflect the results you deliver. In order for you to reach your full professional potential and excel professionally, you need to take initiative, think outside the box, and solve problems while remaining relentlessly diligent, open-mindedly humble, and transparently cooperative.

**Grading Criteria:**

***Managerial White Paper (225 points total)***

* Choose at least 5 books on entrepreneurship and small business leadership, in addition to the main text for this course, and write a 10-page White Paper applying the lessons from those books as “best practices” in the 10 main course topic areas listed on page 1 of this syllabus (one page per topic area). The paper should NOT be a prose essay, but rather focus on maintaining a balance of “white space and black space” and make ample use of bullet points, tables, and bold-face headings for any prose paragraphs. In addition to the 10-page main body of the paper, please include two appendices in tabular format – one listing “best practices” (brief statements or sentences, NOT full paragraphs) for each of the 16 managerial focus areas on page 1 of this syllabus and one listing the same for each of the 8 labor focus areas listed on page 1 of this syllabus.

***Tests of Textbook Material (225 points total)***

* Three multiple-choice tests, each worth 75 points.

***Implementation Project (300 points total)***

* You will focus on assembling a team of at least 3 volunteers and managing that team in actually IMPLEMENTING a major project deliverable in one or more of the nine auxiliary course topic areas. Grading will be subjective and will vary depending on what the goals of the project are. Basic expectations for the different types of projects are as follows:
* *Web development*
  + Using [www.wix.com](http://www.wix.com) or similar online service:
    - Home page with images/text pitching top products/services, with links to Products/Services page.
    - About Us page with a picture/image for the company as a whole, three paragraphs about the company, a picture of each main client leadership team member, and one paragraph each describing each team member.
    - Products/Services page with picture and one paragraph description for each product/service, with links to separate pages with a DIFFERENT picture (or more) and three paragraphs description for each product/service.
    - Contact page with proper phone, email, and address info.
    - Site migrated to a proper domain name/hosting package & fees paid (paid by client).
  + Using Dreamweaver:
    - Coming in the future.
* *Patent/trademark/copyright research & paperwork*
  + For patents:
    - “Exhaustive” prior art search conducted.
    - Multiple “similar” patents identified.
    - Bullet point suggestions given for how to differentiate from existing similar patents.
  + For trademarks & copyrights:
    - Research conducted, paperwork filled out and filed and fee paid (paid by client).
* *Customer acquisition – social media marketing*
  + Facebook, Instagram, LinkedIn, and Twitter pages created.
  + Content populated to each page.
  + Weekly content updating plan developed (and carried out) for each page.
  + Weekly plan for promoting page via word-of-mouth.
  + Advertising campaigns started for each platform (paid by client).
* *Customer acquisition – phone/text/email outreach*
  + Usually based on “multiples of 10” prospects contacted – I’d like to see at least 100 prospects contacted.
  + Maintain detailed spreadsheet or other database with ALL interactions with each prospect meticulously recorded.
* *Competitive research*
  + 5-10 pages (or more) with VALUE-ADDED information about the competitor the client couldn’t easily find themselves (gathered from the competitor’s website, social media pages, Google, Reference USA, possible site visits/calls to competitors, and other sources).
  + Professional presentation heavily emphasized.
* *Industry research*
  + 5-10 pages (or more) with VALUE-ADDED information about the industry the client couldn’t easily find themselves (gathered from First Research Industry Profiles, Marketline, Industry Association websites, Google, Reference USA, possible calls to industry associations, and other sources).
  + Professional presentation heavily emphasized.
* *Contracts/HR/business registrations/best practices research*
  + Contract developed, HR system set up, business registration(s) filed, or best practices report delivered.
* *Accounting/financial analysis*
  + SUBSTANTIVE spreadsheets created with multiple formulas, possible macros, and value-added information (revenue/cost/break-even projections, pro forma financials, etc.) the client couldn’t easily calculate themselves.
  + Negotiations with suppliers or other legwork performed to lower costs.
  + In the future, possible Quickbooks general ledger, A/R, A/P, and month-end closing work.
  + In the future, possible salesforce.com work.
* *Capital & resource acquisition*
  + Pitch materials developed.
  + Equity:
    - Usually based on “multiples of 10” prospects contacted – I’d like to see at least 100 prospects contacted.
    - Maintain detailed spreadsheet or other database with ALL interactions with each prospect meticulously recorded.
  + Debt:
    - Banks contacted and loan documentation filled out & submitted.
  + Grants:
    - Multiple grants identified from [www.grants.gov](http://www.grants.gov) and [www.grantwatch.com](http://www.grantwatch.com) (entire text of grant downloaded/organized for client).
    - Grant paperwork filled out & submitted.

***LinkedIn (120 points total)***

* 20 Points: Create an initial LinkedIn profile and “connect” with me on LinkedIn.
* 100 Points: Finish your profile by doing the following.
* Add a picture (click on the little “pencil” icon next to your name).
* Add a summary section (click on the little “pencil” icon next to your name) with three sentences: one stating that you are an X professional with Y number of years’ experience, one with at least three things you’re particularly good at doing, and one with a major accomplishment (with a NUMBER) that you’ve accomplished in your career so far.
* List each of your community college or university degrees (Add Profile Section 🡪 Background 🡪 Education).
* List each of your work experiences (Add Profile Section 🡪 Background 🡪 Work Experience) and add a description to each work experience including one sentence listing main responsibilities, then a sentence that reads “Deliverable accomplishments include the following:” followed by a line break. Then you need to insert AT LEAST one deliverable accomplishment (preferably more) with a NUMBER of some kind for the experience (such as the total number of customers you interacted with, the total dollar amount of revenues you helped bring in, or the total asset value of assets you managed).
* Add five academic projects (Add Profile Section 🡪 Accomplishments 🡪 Project) with the same type of experience description as outlined in the preceding bullet point. If you can’t think of five projects you’ve done, describe some of your homework assignments as if they were projects.
* Proofread the entire profile for grammar errors.

***Quizzes (80 points total)***

* Quizzes will be due weekly for weeks 6-9 of the semester. There are 16 chapter quizzes, and each quiz is worth 5 points.

***Professional Development (50 points total)***

* 25 Points: Create an initial professional development plan and email it to me.
* 25 Points: Do BOTH of the following additional assignments:
* Email me one of the following: a) if you’re looking for a new job, a Word or Excel document with a list of 10 jobs (company name, position title) you’ve applied for; or b) if you already have a job you want to stay in, a 1-page Word document describing what your goals for the job are over the next year.
* Email me an Excel spreadsheet with a list of your expected monthly expenses post-graduation.

**Academic Integrity**

If you have any questions regarding academic integrity, please refer to the university’s policy at the following website: <http://www.csub.edu/osrr/Academic%20Integrity%20/index.html>.

**Accommodations for Students with Disabilities**

Accommodations can be made for students with disabilities. For more information, please visit the following website <http://www.csub.edu/univservices/ssd/>.

**COURSE SCHEDULE**: Below is a timetable for when you should review the relevant video lectures and turn in the relevant assignments.

**Topic Assignments**

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| --- | --- |
| **Introduction & Overview**   * Overview of course schedule & grading * Introduction to small business management * Establishing a professional image * Professional development planning | * Draft LinkedIn profile * PDP |
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| **Small Business Labor Skills**   * Web development * Patent/copyright/trademark research & paperwork * Customer acquisition (social media marketing & phone/text/email outreach) * Competitive research * Industry research * Contracts/HR/business registrations/best practices research * Accounting/financial analysis * Capital & resource acquisition   + [Alternate grant research video](https://csub.techsmithrelay.com/2Py0) | * Implementation project selection * Selection of white paper book list |
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| **Small Business Basics**   * Starting your small business * Family-owned businesses * Forms of ownership of small businesses * Maintaining good government relations and business ethics | * Ch. 1-4 quizzes |
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| **Building the Business**   * Create, buy, or franchise a small business * Planning, organizing, and managing a small business * How to obtain the right financing for your small business * Developing marketing strategies | * Ch. 5-8 quizzes |
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| **Running the Business – Part 1**   * Promoting and distributing * How to obtain and manage human resources and diversity in small companies * How to maintain relationships with your employees and their representatives * Obtaining and laying out operating facilities | * Ch. 9-12 quizzes |
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| **Running the Business – Part 2**   * Purchasing, inventory, and quality control * Basic financial planning * Budgeting and controlling operations and taxes * Risk management, insurance, and crime prevention | * Ch. 13-16 quizzes |
| **Exams & Final Assignment Submissions** | * Exams 1-3 * White paper * Completion of implementation project * Completion of LinkedIn profile edits * Completion of professional development assignments |
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