

FD '00
PM

Course Description:

The course focuses on "the practical aspects of successfully launching and managing a small enterprise." Areas covered include building a business plan, location and layout, controlling the business, managing people, and marketing.

Textbook: SMALL BUSINESS; An Entrepreneurs Plan, 5th Ed.; Ryan, Ray, & Hiduke; Dryden, '99.

Presentation:

The course will consist of assigned readings, instructor's lectures, student-selected outside readings/ write-ups, guest lecturers from the small **business** field, a mid-term and final and a term project business plan.

Evaluation:

Grading will be in accordance with the University catalog scale, weighted as follows:

Outside readings	15' %
Attendance/participation.	15
Mid term	20%
Final	20%
Business plan	<u>30 %</u>
	100%

Outside readings/write-ups:

Students will select and read no less than 5 articles from current publications on the subject of small business management or entrepreneurship. Each article will **be summarized** in a paper of no more than two (2) pages, type-written and turned-in as scheduled.

Business Plan Project:

Each student or student group (no more than 2 persons) is to select a business venture opportunity and prepare a business plan for that venture. The plan will be completed as recommended by the text or other acceptable reference source. The venture proposal is to be approved by the instructor. The completed plan will be type-written and meet writing standards of university level work, to include references and resources used in the plan preparation.

Attendance:

Attendance and class participation contributes 10% of your course evaluation - - - - - The wise student will take full advantage of this **contribution** by their presence and participation. Good business practice expects attendance and performance as criteria for evaluating the employee's contribution to the firm.

Course Outline

Week	Assignment
1	Introduction of the course, class members, course administration, etc. 1st class meeting. Read Ch. 1 for lecture and discussion remainder of week. Entrepreneur's Self Study. Read Ch. 2 for lecture and discussion this week. <u>1st outside article write-up due at week's end.</u> Read Ch. 3 for lecture and discussion this week. <u>Business venture proposals</u> should be- <u>submitted</u> and <u>approved</u> NLT <u>this week.</u>
4	Read Ch. 4 for lecture and discussion this week. <u>2nd article due at week's ends</u> <div>Possible Speaker.</div>
5	Read Ch. 5 and begin Ch. 6 for coverage this week.
6	Read Ch. 7 for coverage this week. <u>3rd article due this week.</u> Read Ch. 8 and begin Ch. 9 for coverage this week.
8	Read Ch. 10 for coverage this week. <u>Mid term.....TBA,...due at week's end.</u>
9	Read Ch. 11 for coverage this week. <u>4th article due at week's end.</u>
10	Read Ch. 12 for this week. Progress check on business plan.
11	Read Ch. 13 for this week. <u>5th (last) article due this week.</u> Possible speaker.
12	Read Ch. 14 for this week. Progress check on business plan.
13	Read Ch. 15 for this week. 2 weeks to go to semester end; check on business plan progress.
14	*** Read Ch. 16/17- <u>THE PLAN</u> --- Time is of the essence!
15	----- Last week of classes. <u>Business plan should be completed and submitted NLT the last class meeting date;</u> if you want it graded so that you can know how your point total is going before the final, submit the plan at the end of week 14. All graduating seniors should also submit their plans by the end of week 14. All articles should be submitted if you want any credit for them even though late.
Finals	Final..... TBA, . on appointed finals schedule. *Other speakers may be scheduled during the semester as they are available. ** Videos showing various aspects of entrepreneurship/small business management will be scheduled throughout the course. *** These chapters should be read early on and gone back to thru-out the course as you put your plan together.

Writing Proficiency

Writing is an integral part of academic life at Chaminade. Students are expected to write prose that is correct and appropriate to their purpose and audience. Furthermore, by the time of graduation, students are expected to be able to demonstrate competency in communicating to writing to both specialists in their field and to the general public. To this end, all appropriate courses at Chaminade have writing requirements.

Writing Across Disciplines

All work submitted by Chaminade University students is expected to meet the following writing standards:

1. Written assignments should use correctly the **grammar, spelling, punctuation, and sentence structure** of Standard Written English.
2. Written assignments should **develop** ideas, themes, and **main points** coherently and **concisely**.
3. Written assignments should adopt modes and styles appropriate to their purpose and audience.
4. Written **assignments** should be clear, complete, and **effective**.
5. Written assignments containing material and ideas borrowed from sources should carefully **analyze** and **synthesize** that material. In addition, the sources of the borrowed material must be correctly acknowledged to **avoid** plagiarism.

General Guidelines for Grading Student Papers

(written out of class)

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The following guidelines are ones your instructor will use in grading the formal papers you write for this class. Remember that content, organization, and style work together to create a successful paper. It is not enough for your paper to be organized and free from error. You must have something worth saying. On the other hand, **significant** and creative ideas will be lost if they are poorly presented. Appropriate **structure, grammar, usage, and documentation** are **necessary** for effective communication.

A= Excellent

This paper has a clearly ~~stated~~ position (thesis) with sharp focus consistently maintained. It is well organized into a coherent **structure**. The evidence used clearly supports the position with details arranged **logically**. Such evidence is specific and convincing. If outside sources have been used, they are carefully **documented** with all quotations and Paraphrases incorporated smoothly into the text. Sentences also are smooth and carefully constructed, **containing** virtually no errors in **punctuation, spelling, grammar, or usage**. The diction is clear, accurate, and precise. The paper avoids triteness and unsupported generalizations. The substance indicates some **originality** of thought and the style is suited to both audience and subject. The paper reflects **critical thinking** and comes to logical conclusions. Finally, the paper holds the reader's **interest**.

B= Good

This paper has a clearly stated position with sharp focus **maintained**. It is generally well organized, but an **occasional** detail may be out of place or transitions between points may be missing. However, nothing detracts seriously from the coherence of the presentation. Supporting evidence is provided, **but may** not be specific enough or completely convincing. Outside sources are **carefully** documented but their use may not be incorporated smoothly. Some sentences may be awkwardly phrased with some errors in mechanics. The diction may be too general or abstract; it may lack precision. Although the substance may not be as original as that of an "A" paper, the response indicates a thoughtful **handling** of the assignment. None of its weaknesses are glaring or distracting to the reader.

C= Adequate

This paper has a position, but lacks sharp focus. The work is basically well organized though individual paragraphs may be disunified or misplaced. Some evidence may not support the thesis or details may be loosely related. Often this evidence is insufficient, overly general or unconvincing. Outside sources are documented but they ^{are} awkwardly incorporated, poorly summarized, or relied upon too heavily. The writing is competent but often wordy, general, imprecise, or trite. Sentences may be awkward but their meaning is clear; mechanics will have some errors but these are not highly distracting. The writer demonstrates little original thinking. Substance is weak. The paper may not come to logical conclusions or conclusions may be omitted altogether. The ideas, though understandable, are usually self-evident and do not demonstrate much critical thought.

D= Acceptable

This paper may have a recognizable thesis, but poor presentation obscures it. Supporting evidence is extremely limited and unconvincing. Perhaps the paper is a mosaic of quotations and paraphrases from outside sources. The writing is general, vague, or irrelevant; some sentences may be confusing. Words may be imprecise, misused, or trite. In general, however, the paper is understandable even though content is weak and poorly developed. The reader suspects this is a first draft rather than a revised and edited paper.

F= Plagiarized

This paper has used outside sources—quotations, paraphrase, or summary—without properly documenting the source. Whether plagiarism was intentional or unintentional, the paper may not be revised. As the Chaminade University catalog states, "the usual penalty for an overt act of academic dishonesty is failure in the course for the first offense and disciplinary action, not to exclude suspension from the University, for the second offense."