BUS 455 Small Business Management
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IMPORTANT NOTE:
Regulations under the Higher Education Act require us to verify the identity of a person doing work in a class if we receive assignments, etc. from that student electronically. We can comply with this regulation if our students submit things to teachers electronically from their Doane College e-mail address or through Blackboard, because the college issued that address, ID, and password. For that reason, I can only send assignments to your Doane e-mail address, and I can only accept assignments submitted to me from your Doane e-mail address.

COURSE DESCRIPTION:
This course is an application of management techniques to the small business setting. The course examines business problems and opportunities.

This course fulfills one emphasis requirement for General Business and Management emphases of the Professional Studies in Business major.

TEXT:

COURSE OBJECTIVES:
Upon completion of this course, students will:
1. Understand what entrepreneurship is and the important role small businesses play in the national economy.
2. Know how to research and analyze ideas for entrepreneurial ventures;
3. Know and understand the various components of a business plan;
4. Know the three major ways to organize a business legally and the benefits and drawbacks of each of the six forms of business organization;
5. Know different ways to measure and evaluate performance of both processes and people;
6. Understand the different roles entrepreneurs play as change agents;
7. Be able to develop a business plan.

COURSE ACTIVITIES:
This course will be conducted on the World Wide Web. Students will complete a total of four assignments designed to meet the stated objectives of the course.

- Entrepreneurs and the Context in Which They Work
- Researching, Planning, Organizing, and Launching the Venture
- Managing Processes, People, and the Challenges of Entrepreneurial Ventures
- Writing the Business Plan

To enroll for the course, you must have a Doane e-mail address and access to the Internet. Your computer must have Microsoft Word.
Each completed assignment will be e-mailed to the instructor no later than the due date listed below. Upon receipt of a completed assignment, the next assignment will be e-mailed to the student. Students may submit assignments earlier than the due date.

The due dates for the assignments are as follows:

- Assignment #1 due September 8th = 25 points
- Assignment #2 due September 22nd = 25 points
- Assignment #3 due October 6th = 25 points
- Assignment #4 due October 17th = 25 points

GRADING SCALE:

- 100 – 95 = A
- 94 – 90 = A-
- 89 – 87 = B+
- 86 – 84 = B
- 83 – 80 = B-
- 79 – 77 = C+
- 76 – 74 = C
- 73 – 70 = C-
- 69 – 67 = D+
- 66 – 64 = D
- 63 – 60 = D-
- 59 & below = F

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.