BUS 455 Small Business Management
Instructor: Dave McLaren
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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 entrepreneurship
2. Identify small business opportunities and challenges
3. Know how to create and test Business Model Canvasses
4. Have the knowledge need to develop business plans
5. Know how to use financial ratios to evaluate business performance.
6. Understand alternatives marketing strategies for small businesses.
7. Identify sources of capital.
8. Develop harvesting and exit strategies.

Grading:
Group Cash Studies & Assignments 200 points
Individual Case Studies & Assignments 200 points
Business Model Canvasses 100 points
Total 500 points

Grading Scale:

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>90-100%</td>
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<td>B</td>
<td>80-89.9%</td>
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<td>70-79.9%</td>
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<td>D</td>
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<td>55-59.9%</td>
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<td>F</td>
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Late Work Policy: I accept late work within 2 days after the due dates and times with a 10% deduction. No late work is accepted after 2 days.
**Academic Integrity**: Cheating, plagiarism, and other forms of academic dishonesty will result in an F for the course automatically. Please read Doane College’s policy regarding academic dishonesty outlines in the student handbook.

**Student Expectations**: Attendance is required except for illness or school activities. Please contact me prior to your absences. Excess absences will result in a falling grade. Turn off cell-phones, electronic devices, or switch to vibrate mode while in class. No texting or surfing while in class. You are encouraged to ask questions, contribute and share ideas and thoughts in a professional manner. Students with special needs and assistance, please contact me right away.
Schedule

Week 1-2

**Chapters 1-3: Entrepreneur Pathways**

Chapter 1:
- Case Study
  - Urban Decay: Finding an Entrepreneurial Opportunity
- Critical Thinking
  - 1-1., 1-6,

Chapter 2:
- Business Model Canvas, [https://www.youtube.com/watch?v=wwShFsSFb-Y](https://www.youtube.com/watch?v=wwShFsSFb-Y)
- Application Exercise
  - 2.14

Chapter 3:
- Key Concept Questions
  - 3-7., 3-8, 3-9., and 3-10
- Case Study
  - Happy Belly Curbside Kitchen – Finding Opportunity in Health Food
  - Unit 1 Entrepreneurial Pathways, SPANX – Idea to Entrepreneurial Opportunity

Week 3-4

**Chapters 4-6: Integrated Marketing**

First Draft of Business Model Canvas

Chapter 4:
- Case Study
  - Russel Simmons Hip-Hop Entrepreneur
- Critical Thinking Exercise
  - 4-1. For the Business Idea from Chapters 1 and 2.
- Key Concept Questions
  - 4-7. For the Business Idea from Chapters 1 and 2

Chapter 5:
- Case Study
  - Dr. Farrah Gray: Young Millionaire, Entrepreneur, and Philanthropist
✓ Milia Mills: Love Thy Difference

Chapter 6:
- Critical thinking Exercises
  ✓ 6-1.
- Case Study
  ✓ Unit 2 Integrated Marketing, Kitchen Arts & Letters, Inc. – An Independent Bookstore Defies Industry Odds

Week 5-6

Chapters 7-10: Show Me the Money: Finding, Securing, and Managing It

Second Draft Business Model Canvass
Chapter 7:
- Key Concepts Questions
  ✓ 7-7., 7-8., 7-9., 7-10., and 7-11.
- Application Exercise
  ✓ 7-13.

Chapter 8:
- Critical Thinking Exercises
  ✓ 8-4., 8-5., and 8-6.

Chapter 9:
- Critical Thinking Exercises
  ✓ 9-1.,

Chapter 10:
- SBA Learning Center, Financing Options for Small Businesses
  https://www.sba.gov/tools/sba-learning-center/training/financing-options-small-businesses
- Case Study
  ✓ Unit 3 Show Me the Money: Finding, Securing, and Managing It, Lee’s Ice Cream

Week 7-8

Chapters 13: Management, Leadership, & Ethical Practices
Chapter 14: Franchising, Licensing, and Harvesting: Cashing in Your Brand

Chapter 13:
- Case Study
  ✓ Crisis at Agritechno Hybrid

Chapter 14:
- Case Study
  ✓ Honest Tea-From Start-up to Harvest
- Business Model Canvas Presentations: Final Draft