

Course Title: Management 13, Section 8114, Fall 2015

Class Times & Location: This is a 16-week online course that begins on August 31, 2015 and ends on December 20, 2015. No daily login is required; however, you are required to be logged into the Etudes class website for at least 3.10 hours each week to complete assignments. Please note that students who miss the first week of class and/or more than more than two weekly assignments will be dropped from the class. All assignments must be completed by December 20, 2015 at 11:45 p.m. Course grades will be posted shortly thereafter.

Instructor Information & Office Hours: Lorena Leslie, Adjunct Assistant Professor – Email: lesliell@wlac.edu. Course communication happens via Etudes course site *only* once the class opens. When contacting the instructor via Etudes, use the support forums or private messaging (see *Discussion and Private Messaging* tab). Ideally, you should post your question in the forums so that everyone benefits from the response. Questions of private nature should be sent via *private message within Etudes* to the instructor. Only high-priority announcements or important tasks reminders will be sent via email.

COURSE DESCRIPTION

This course discusses the challenges of entrepreneurship, and provides the tools to enhance success. The course provides a detailed treatment of strategic planning for small businesses, an in-depth coverage of creating and managing the business, new sources of small business funding, effective decision making, and hands-on experience for creating a business plan.

COURSE OBJECTIVES

This course is organized to focus on the management aspect of small and entrepreneurial ventures with special focus critical topics of management, marketing, and operations for such ventures.

STUDENT LEARNING OBJECTIVE (SLO)

At the end of this course, the successful student will be able to understand the ethical dilemma that entrepreneurs face in business and present a plan in response.

RESOURCES

Textbook: *Entrepreneurship & Small Business Management, 2th Edition*, Steve Mariotti & Caroline Glackin, Pearson Education, Inc., publishing as Prentice Hall (2012), ISBN 978-0-13376718-6

***The Performance Objectives and Lecture for each Chapter in the Textbook can be found under the *Modules* tab.**

CLASS CONDUCT

Students are expected to provide excellent quality of work, and to conduct themselves in a respectful manner when communicating with instructor and other students. Class attendance and participation in class discussion forum are expected and absences will affect your final grade. The due dates for assignments are non-negotiable; therefore, late work will not be accepted.

COURSE COMPONENTS

Weekly Quiz

You will be responsible for reading one chapter from the textbook each week and taking a weekly quiz taken from that chapter. The weekly quiz must be taken within Etudes and will be presented in True/False or Multiple Choice format. It will consist of 15 questions worth 1 point each. Refer to *Assignments, Tests, and Surveys* tab. Participation in weekly quiz is required.

Exams

There will be three (3) exams that will test your grasp of the assigned readings. These will also be presented in True/False or Multiple Choice format. Each exam question is worth 1 point. The exams consist of 55-60 questions taken from the last five to six chapters covered. Refer to the *Assignments, Tests, and Surveys* tab. Participation in each exam is mandatory in order to receive a passing grade in this class.

Essays

There will be three (3) essay assignments worth 30 points each. The topic will usually correlate with one of the chapters covered during that period, except for essay #3 which will double as the SLO assignment. Completion of each essay assignment is required, and no make-up is available. Refer to the *Discussion Forum* tab.

Students who miss any three assignments during the course will be dropped from the class. Participation is mandatory in all three Exams to receive a passing grade.

Extra Credit Assignment

There will be one extra credit assignment. Instructions will become available under the *Assignments, Tests, and Surveys* in Week 7. It will close in Week 14 and is worth 15 points!

GRADING

Assignment Grading	Final Grade
Weekly Quizzes (15 pts each x 16) = 240 pts	A = 090% - 100% (450-500 points)
Discussion Forum Essays/Class Participation Credit (3x30 points each) = 90 pts	B = 080% - 089% (400-449 points)
Exam 1 = 55 points	C = 070% - 079% (350-399 points)
Exam 2 = 60 points	D = 060% - 069% (300-349 points)
Final Exam = 55 points	F = 000% - 059% (000-299 points)

Total Points: 500

COURSE OUTLINE

	Assignment Title	Opens	Due Date/Closes
Week 1	Quiz - Chapter 1	08/31/15 6:00 a.m.	09/06/15 11:59 p.m.
Week 2	Quiz - Chapter 3 Essay #1 (opens)	09/07/15 6:00 a.m.	09/13/15 11:59 p.m.
Week 3	Quiz - Chapter 4	09/14/15 6:00 a.m.	09/20/15 11:59 p.m.
Week 4	Quiz - Chapter 5 Essay #1 (closes)	09/21/15 6:00 a.m.	09/27/15 11:59 p.m.
Week 5	Quiz - Chapter 6 EXAM I - Chapters: 1,3,4,5,6	09/28/15 6:00 a.m.	10/04/15 11:59 p.m.
Week 6	Quiz - Chapter 7 Essay #2 (opens)	10/05/15 6:00 a.m.	10/11/15 11:59 p.m.
Week 7	Quiz - Chapter 9 <i>Extra Credit Opens (Chpt 20)</i>	10/12/15 6:00 a.m.	10/18/15 11:59 p.m.
Week 8	Quiz - Chapter 11 Essay #2 (closes)	10/19/15 6:00 a.m.	10/25/15 11:59 p.m.
Week 9	Quiz - Chapter 12	10/26/15 6:00 a.m.	11/01/15 11:59 p.m.
Week 10	Quiz - Chapter 13 Essay #3/SLO Assignment (opens)	11/02/15 6:00 a.m.	11/08/15 11:59 p.m.
Week 11	Quiz - Chapter 14 EXAM II - Chapters: 7,9,11,12,13,14	11/09/15 6:00 a.m.	11/15/15 11:59 p.m.
Week 12	Quiz - Chapter 15	11/16/15 6:00 a.m.	11/22/15 11:59 p.m.
Week 13	Quiz - Chapter 16 Essay #3/SLO Assignment (closes)	11/23/15 6:00 a.m.	11/29/15 11:59 p.m.
Week 14	Quiz - Chapter 17 <i>Extra Credit Closes (Chpt 20 Quiz)</i>	11/30/15 6:00 a.m.	12/06/15 11:59 p.m.

Week 15	Quiz - Chapter 18	12/07/15 6:00 a.m.	12/13/15 11:59 p.m.
Week 16	Quiz - Chapter 19 <i>FINAL EXAM -Chapters 15,16,17,18,19</i>	12/14/15 6:00 a.m.	12/20/15 11:59 p.m.