**Syllabus**

**Small Business Management  
&  
Entrepreneurship**

Instructor: Micheal Humphries

# Text: Essentials of Entrepreneurship and Small Business Management, 9th Edition

SBN-13: 978-0134741086

***Policies:***

Students are expected to attend all classes throughout the semester and to arrive on time. Missed classes will require a short paper, to be assigned by the instructor. A third absence will result in an automatic penalty of one letter grade (an A will become a B). A fourth absence will result in the student being dropped from the course. Arriving late without cause is unacceptable, as it disrupts the flow of the class. A third late arrival will be counted as an absence, and subject to the above penalties.

Students are expected to abide by Touro College’s Academic Integrity Policy. Anyone violating academic integrity will be subject to disciplinary measures.

Students with a learning disability or handicap should speak with the instructor or the school administration. Touro College, as a matter of policy, will attempt to accommodate learning disabilities or handicaps as best as possible without degrading the quality of the course. Students, however, must bring the disability or handicap to the instructor/administration’s attention at the beginning of the semester.

# ACADEMIC INTEGRITY STATEMENT

Touro College and University System is a community of scholars and learners committed to maintaining the highest standards of personal integrity in all aspects of our professional and academic lives. Students and faculty are expected to share a mutual respect for teaching, learning and the development of knowledge. Because intellectual integrity is a hallmark of scholarly and scientific inquiry as well as a core value of the Jewish tradition on which our university system was founded, students and faculty are expected to adhere to the highest standards of honesty, fairness, professional conduct of academic work and respect for all community members.

Academic honesty supports our shared intellectual culture and our ability to trust one another. Students must avoid all acts of dishonesty, including, but not limited to:

* cheating
* plagiarizing (presenting the work or ideas of others as your own)
* fabricating (making up information, data, or research results)
* tampering (unauthorized removal or alteration of College documents, software, equipment, or other academic-related materials, including other students’ work)
* lying
* working with others when assignments or exams require individual work
* making unauthorized copies of copyrighted material
* facilitating or tolerating the dishonesty of others

Academic dishonesty lowers scholastic quality and adversely affects those who will eventually depend on the knowledge and integrity of our graduates. Failure to uphold the principles of academic integrity negatively impacts the reputation of Touro, the value of each and every degree awarded by the institution, and the future success of our graduates.

The Touro College and University System views violation of academic integrity with the utmost gravity. Such violations will lead to appropriate sanctions, from failure in coursework up to and including expulsion from the Touro College and University System. We commit ourselves to the shared vision of academic excellence that can only flourish in a climate of integrity.

***Course Description***

Establishment and management of a small business differ from the management of a business as typically covered in the management courses offered at the college level. Managing a large firm with tens, even hundreds of employees where ownership (shareholders) and management is separated involves a very different set of behaviours than managing a small business where owner and manager are typically the same individuals.

We will look at such issues as the legal forms of ownership, independent vs. franchise operations, buying and selling a small business, and writing a business plan. As part of the latter, we will look at management issues such as Human Resource Management, inventories and supplier management, and marketing and competitive strategies as they apply to a small business.

***Course Objectives***

By the end of our semester students will have a clearer understanding of how to start and manage a small business.

***Course Requirements***

There will be a mix of homework assignments given over the course of the semester. All homework is due the next class. Late homework will be docked 5 points.

A final exam will be given in the final class of the semester.

Students are expected to come to class having read the assignments, ask questions and challenge each other as well as themselves

***Grade Determination:***

Homework: 50 %

Final Exam: 50 %

***Course Lectures:***

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| --- | --- | --- |
| Lecture | Topic | Reading |
| 1 | Introduction to course topics and expectations.  Basics of small business management and entrepreneurship | Chapter 1 |
| 2 | Designing the Business Model for our new business | Chapter 4 |
| 3 | Essentials of a Business Plan | Chapter 5 |
| 4 | Forms of business ownership | Chapter 6 |
| 5 | Buying an Existing Business | Chapter 7 |
| 6 | The third option: franchising | Chapter 8 |
| 7 | A marketing plan for the small business | Chapter 9 |
| 8 | The new business frontier: e-commerce | Chapter 10 |
| 9 | Pricing and Credit: the challenges of all new businesses | Chapter 11 |
| 10 | Location, Location, Location | Chapter 14 |
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|  | **Final Exam** |  |

**Note:**

Homework is to be turned in digitally and not in hard copy. That is, the homework can be found in the web site [www.mdhcourses.com](http://www.mdhcourses.com) in doc form. Students should download the homework, execute the homework on the document itself and then email it to [www.Michael.Humphries2@touro.edu](http://www.Michael.Humphries2@touro.edu).