

Course Title: Management 13, Section 8114, Fall 2014

Class Times & Location: This is an 8-week online course that begins on October 27, 2014 and ends on December 21, 2014. No daily login is required; however, you are required to be logged into the Etudes class website for at least 6 hours each week to complete assignments. Please note that students who miss the first week of class and/or more than more than one weekly assignment will be dropped from the class. All assignments must be completed by December 21, 2014 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*, Steve Mariotti & Caroline Glackin, Pearson Education, Inc., publishing as Prentice Hall (2012), ISBN 978-0-13-503031-8
***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 two chapters from the textbook each week and taking a weekly quiz for those chapters. The weekly quizzes must be taken within Etudes and will be presented in True/False and Multiple Choice formats. It will consist of 16 questions worth 1 point each (8 from each chapter). Refer to *Assignments, Tests, and Surveys* tab. Participation in weekly quizzes 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 and Multiple Choice formats. Each exam question is worth 1 point. The exams consist of 40-47 questions taken from the last four 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.

Discussion Forum Essays/Class Participation Assignments

There will be three (3) essay assignments worth 'up to' 15 points each. The topic will correlate with one of the chapters covered during that period, one of which will include the SLO. Participation in each Discussion Forum assignment is required. Refer to the *Discussion Forum* tab.

Students who miss any three assignments (Quiz or Discussion Forum) 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 3. It will close in Week 7 and is worth 15 points!
GRADING

Assignment Grading	Final Grade
Weekly Quizzes (8x16 points each) = 128 pts	A = 090% - 100% (270-300 points)
Discussion Forum Essays/Class Participation Credit (3x15 points each) = 45 pts	B = 079% - 089% (237-269 points)
Exam 1 = 40 points	C = 068% - 078% (204-236 points)
Exam 2 = 40 points	D = 057% - 067% (171-203 points)
Final Exam = 47 points	F = 000% - 056% (000-170 points)
<i>Total Points: 300</i>	

COURSE OUTLINE

Assignment Title	Opens	Due Date/Closes
Week 1 Quiz - Chapters 1 & 3 Discussion Forum Essay #1 (opens)	10/27/14 6:00 a.m.	11/02/14 11:45 p.m.
Week 2 Quiz - Chapters 4 & 5 Discussion Forum Essay #1 (closes)	11/03/14 6:00 a.m.	11/09/14 11:45 p.m.
Week 3 Quiz - Chapters 6 & 7 Exam I - Chapters: 1,3,4,5,6,7 <i>Extra Credit Assignment opens</i> Discussion Forum Essay #2 (opens)	11/10/14 6:00 a.m.	11/16/14 11:45 p.m.
Week 4 Quiz - Chapters 9 & 11 Discussion Forum Essay #2 (closes)	11/17/14 6:00 a.m.	11/23/14 11:45 p.m.
Week 5 Quiz - Chapters 12 & 13 Discussion Forum Essay #3 SLO (opens)	11/24/14 6:00 a.m.	11/30/14 11:45 p.m.
Week 6 Quiz - Chapters 15 & 16 Discussion Forum Essay #3 (closes) Exam II - Chapters 9,11,12,13,15,16	12/01/14 6:00 a.m.	12/07/14 11:45 p.m.
Week 7 Quiz - Chapters 17 & 18 <i>Extra credit assignment due</i>	12/08/14 6:00 a.m.	12/14/14 11:45 p.m.
Week 8 Quiz - Chapters 19 & 20 Final Exam -Chapters 17,18,19,20	12/15/14 6:00 a.m.	12/21/14 11:45 p.m.