



## COURSE OBJECTIVES

1. **General: To provide a practical experience in SEAM analysis & decision-making with respect to the problems & opportunities associated with small business & entrepreneurship.**
2. **Specific: Develop & demonstrate this ability by these metrics:**
  1. Read, understand & analyze an actual experiential field case in small business consulting.
  2. Investigate & describe a business situation using Root Cause, Story Chart & Mirror Effect.
  3. Identify Hidden Costs and Root Cause problems of specific small business.
  4. Determine priorities for solution of problems (Root Cause).
  5. Design meaningful recommendations to problems and feedback to client using Mirror Effect.
  6. Design a useful implementation plan for integrating recommendations into an ongoing business & for controlling the integration & impact of those recommendations.
  7. Perform research & surveys of current literature with regard to small business.
  8. Communicate clearly & concisely in verbal & written form.
  9. Listen, analyze, question & recommend business objectives, strategies, policies & procedures.

## PROJECT DETAILS

- . You will identify teams consisting of two to three persons (You can work on your own if preferred).
- . Students will work as assigned to aid specific local businesses. Each individual or team's job for the semester includes, but is not limited to, diagnosing the firm's current situation (all aspects), preparing an analysis of the industry to which the firm belongs, identifying the firm's problems, providing recommended solutions to each problem & integrating the solutions into a feasible plan for the entrepreneur to follow.
- . The individual or team members will introduce themselves to the business owner & work with the owner, visiting the premises as often as required in order to produce the best report possible. **AT LEAST 10 (TEN) VISITS ARE REQUIRED.**
- . NOTE: "Progress Assessment" with the instructor is required (unless otherwise directed).
- . During the course of the semester & during meetings, rough drafts of different sections of the report will be reviewed and analyzed by the instructor. This permits the students to receive regular feedback & guidance in order to produce a high quality & useful finished report.
- . After completing the report on the assigned small business, individuals or team members deliver a final, finished, bound copy (after obtaining the instructor's approval) to the business owner. The students are to go over highlights of the report with the business owner & obtain feedback from the owner.

**Written English DOES COUNT** and can negatively impact your grade. This paper is to be **typed** and **double-spaced**. You **MUST** include references, when appropriate (Webpage, books, magazines, journals, etc.). I expect you will use at least two or three references for your report.

## COURSE REQUIREMENTS

### *Attendance:*

Attendance (absenteeism and tardiness) is an important part of your overall performance in a job. It is also an important part of this class. This class begins at 1:30 p.m. sharp.

Anyone entering the classroom after the Instructor begins is tardy.

Anyone leaving the class before Instructor indicates that it is finished will be considered as absent.

Please avoid being late or leaving early. Doing so will interrupt the class. If you must do so please do it in a unobtrusive a manner as possible (e.g., sit near the door, do not ask the Instructor to repeat information during class time, and DO NOT ask other students to 'catch you up,' etc.).

Any unexcused absences or tardies will be considered as an absence.

**Excused absences:** You have notified the instructor ahead of time that you will be late/absent/leaving early.

The only unplanned absence/tardy that will be forgiven are University excused absences (documented hospitalization, or proof of a death in the immediate family).

**Students are limited to three excused absences/abbreviated attendances throughout the semester** --without a negative impact on your grade. More than three missed classes or abbreviated attendances (even when excused) will negatively affect your grade.

**ALL PERSONAL ELECTRONIC DEVICES MUST BE TURNED OFF AND OUT OF SIGHT DURING CLASS. YOU MAY NOT USE PERSONAL ELECTRONIC DEVICES FOR ANY REASON INCLUDING AS A WATCH/CLOCK.**

**DOING SO WILL BE CONSIDERED AS AN UNEXCUSED ABSENCE (SINCE YOU ARE NOT REALLY IN CLASS).**

### **Quiz:**

Quizzes will be given as scheduled. If you are excused from class during a quiz, you will need to arrange an appointment with the instructor within a week of your excused absence. If you are unexcused from class during a qwest, you will receive a zero on that qwest. If you arrive late to class when a qwest is in process (and are unexcused), you will be allowed the remaining time to complete your quiz. **YOU WILL NOT BE GIVEN EXTRA TIME.**

**Dishonesty:**

Any determined dishonesty (cheating) will result in an “F” in this course and the student's name will be sent to the office of the Vice President for Student Affairs for Judicial action. Some common determinants of cheating include open books or notes, writing on hands, desks, book covers, use of personal electronic devices, PLAGIARISM, etc.

**Team Policy:**

Each team will do a 360 peer review. Those peer reviews will weight the final grade, and can lower individual team member's grades. The client also does a final assessment of your project, which weights the final grade. The instructor uses judgment in determining how it is weighted. If you have a problem team member, the team may elect to fire them. The fired team member can be picked up by another team, or do their own independent project. Please fire early, to leave individual sufficient time to move along in their growth and development.

**Incompletes:**

The only reason to give an incomplete grade is when an extenuating hardship occurs (e.g., hospitalization, death in the family). The student must be passing at the time of the hardship. The student must request the incomplete within two class periods of when the hardship occurs. The student must subsequently provide documentation of the crisis. The student must enter into a contract with the Instructor regarding the work and the time period for completion of the work.

**Grade Appeals:**

Procedures for grade appeals are on the undergraduate catalog. Be aware that there are deadlines for appealing grades.

**Students with Disabilities:**

If you have, or believe you have, a disability and would benefit from any accommodation(s), Call the Coordinator of Services for Students with Disabilities at 505.646.6840 regarding student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD within the first 2 weeks of classes. It will be your responsibility to inform either your instructor or SSD representative (in a timely manner) if the services/accommodations provided are not meeting your needs.

**Employee Relation Issues (discrimination, sexual harassment):**

Call the Director of Institutional Equity at 505.646.3635 with any questions you may have about NMSU's Non-Discrimination Policy & complaints of discrimination, including sexual harassment.

**Withdrawals:**

The final deadline for withdrawing from a course with “W” is Monday March 10, 2008.

**Academic and non-academic misconduct:**

Please see <http://www.nmsu.edu/~vpsa/SCOC/scoc.pdf> (Student Code of Conduct) for explanations of what constitutes academic and non-academic misconduct. Penalties will be imposed depending on the conduct. **Do not come to class under the influence of alcohol, or illegal drugs.**

**GRADE DISTRIBUTION**

<b>Attendance</b>	<b>5%</b>
<b>Quiz (2)</b>	<b>5%</b>
<b>Middterm Progress Assessment</b>	<b>30%</b>
<b>Middterm presentations</b>	<b>5%</b>
<b>Final Report</b>	<b>30%</b>
<b>Final Presentation (skit 5%, formal 10%)</b>	<b>15%</b>
<b>Peer Evaluations</b>	<b>10%</b>
<b>Total</b>	<b>100 %</b>

**GRADES**

<b>94 - 96.9</b>	<b>A+</b>	<b>74 - 76.9</b>	<b>C+</b>
<b>90 - 93.9</b>	<b>A</b>	<b>70 - 73.9</b>	<b>C</b>
<b>87 - 89.9</b>	<b>A-</b>	<b>67 - 69.9</b>	<b>C-</b>
<b>84 - 86.9</b>	<b>B+</b>	<b>64 - 66.6</b>	<b>D+</b>
<b>80 - 83.9</b>	<b>B</b>	<b>60 - 63.9</b>	<b>D</b>
<b>77 - 79.9</b>	<b>B-</b>	<b>59.9 and lower</b>	<b>D-</b>

**Schedule and Important dates (Tentative)**

<b>WEEK</b>	<b>DATE</b>	
1	01-16	Class
	01-18	Class
2	01-21	<b>NO CLASS</b>
	01-23	Class
	01-25	Syllabus Quiz
3	01-28	Quiz 4 leaf Clover and SEAM
	01-30	Class
	02-01	Class
4	02-04	Class
	02-06	Class
	02-08	Class
5	02-11	Class
	02-13	Class
	02-15	Class
6	02-18	Class
	02-20	Class
	02-22	Session for questions and evaluation of general progress with clients
7	02-25	Session for questions and evaluation of general progress with clients
	02-27	Session for questions and evaluation of general progress with clients
	02-29	Class
8	03-03	Class
	03-05	Class
	03-07	Session for questions and evaluation of general progress with clients
9	03-10	Session for questions and evaluation of general progress with clients
	03-12	Session for questions and evaluation of general progress with clients
	03-14	Midterm Presentations
10	03-17	Midterm Presentations
	03-19	Midterm Presentations <b>Midterm assessment material due today</b>
	03-21	<b>SPRING HOLIDAY</b>
11	03-24	<b>SPRING BREAK</b>
	03-26	<b>SPRING BREAK</b>
	03-28	<b>SPRING BREAK</b>
12	04-31	Class
	04-02	Class

	04-04	Class
13	04-07	Session for questions and evaluation of general progress with clients
	04-09	Session for questions and evaluation of general progress with clients
	04-11	Session for questions and evaluation of general progress with clients
14	04-14	Session for questions and evaluation of general progress with clients
	04-16	Session for questions and evaluation of general progress with clients
	04-18	Session for questions and evaluation of general progress with clients
15	04-21	Final Skit presentations
	04-23	Final Skit presentations
	04-25	Final Skit presentations
14	04-28	Formal Presentations
	04-30	Formal Presentations
	05-02	Formal Presentations <b>Final Project Due Today</b>
15	05-05	Exam day 1:30 – 3:00 – tentative

I sincerely hope you enjoy this class and have an experience that is valuable for your personal and professional development.

THANK YOU!!!!