Course Objectives

• To explore the process of managing a small business and the strategies and tactics that can be used to substantially improve profits and survivability.

• To identify and understand the various technical formalities associated with running a small enterprise.

• To understand and appreciate the role and lifestyle of an independent entrepreneur in today’s society.

• To gain an understanding of the benefits of extensive planning for small business ventures.
Academic Survival Kit

The Undergraduate Committee has identified writing, presentation and critical thinking skills as areas where student learning outcomes need improvement. To assist students, an Academic Survival Kit with resources on writing and presentation skills is available on the College web page at http://business.nmsu.edu/students/survival-kit/.

Required Text and Readings


• Note: I highly recommend the on-line edition of the text. It will save you some money, you don’t have to sell it back and it has the additional advantage that it is searchable. Once you pay, it will be available to you immediately, no waiting for postal or UPS delivery. You can buy it from Course Smart here. As a bonus, you also get free delivery to your iPhone in addition to your computer.

• Additional readings in the form of handouts, Internet articles etc. may be required by the Instructor.

Course Procedure

This is an Internet course. You should log on to the course frequently as there will be new items posted continually. In particular, your e-mail and the Discussion pages should be reviewed daily. Your grade will directly correlate with your level of engagement in the course.

The course is organized into Modules. We will do one Module at a time and it will not be possible to work ahead. Each Module will have at least one assignment. Each assignment will have a due date. Due dates will be posted in the Course Calendar.
Assignments are due at 11:59 p.m., Mountain Time, on their due date.

Late assignments will not be accepted.

Quizzes and Exams will be online.

Grading

Assignments 30%
Quizzes 20%
Class Participation 20%
Exams 30%

Fine Print

Incompletes ("I" grades): Given for passable work that could not be completed due to circumstances beyond the student’s control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.

Withdrawals: It is the responsibility of the student to know important dates such as University drop dates. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.

Academic Dishonesty: Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct. Please note that copying and pasting someone else’s work and claiming it as your work is cheating.

University Communications: The official means of communications and announcements from the university will be sent to your @nmsu.edu email account. Please check this account on a regular basis.

Disabilities/Employee Relations: Feel free to call the Student Accessibility Services (SAS) Office at 575-646-6840 or email at sas@nmsu.edu with any questions you may have on student issues related to the Americans with Disabilities Act (ADA and/or Section 504 of the Rehabilitation Act). Students requesting accommodations and/or services relating to a disability may seek assistance from the SAS Office located in Corbett Center, Room 244. 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 SAS within the first two weeks of classes. It is your responsibility to inform either your instructor or a SAS representative in a timely manner if services/accommodations provided are not meeting your needs.

Questions regarding NMSU’s Non-discrimination Policy and discrimination complaints should be referred to Gerard Nevarez, Office of Institutional Equity, 575-646-3635.

Samuel Gray, Ph.D. Copyright © 2011. All rights reserved.