Instructor: John Ross
Office: Domenici Hall 004D
Phone: 575-646-5053
E-Mail: Via Canvas
Office Hours: I'm here most of the time. Swing by or set an appointment.

Course Objectives: To learn how to appreciate and understand managing a small business including the startup, generating traffic, marketing, advertising, cash flow, customer relations and other key points in running a business. At the end of this course students will be able to consult with small businesses by understanding the entrepreneur and analyzing their marketing strategies, internal operations and cash inflows/outflows.

Materials – You will need this book.

The rest of the course materials will be provided in the weekly modules on CANVAS.

A little about the course... I love this class. Yes, I love this class because it's about entrepreneurship and I find that invigorating, but I realize that for many of you this class is only an exploratory class and may not lead to an entrepreneurial venture. MGT 361 is about more than running a small business. It can be applied to anywhere you work. Many companies at the job fair Spring 2015 mentioned how they love hiring people with entrepreneurship degrees because they take ownership and initiative and excel at what they do. They look at the world differently. This class will help you to do that. As a person that has spent several years in the corporate world and as an entrepreneur I hope to bridge the gap for you throughout the course to help you to understand how the concepts can apply in both the corporate and entrepreneurial worlds. I’ve chosen exercises, discussion questions and chapter questions based on what I feel will actually help you, not just a random selection of numbers. I hope that together we can make this course beneficial for you all.

Class set up: We will cover a book chapter a week. Each week there will be an experiential exercise, a discussion post and discussion questions. Almost every week I will post a video discussing the chapter and maybe dropping a few hints about test. Discussion posts are due Tuesdays and Fridays by midnight. Experiential exercises and discussion questions are due Wednesdays and Sundays before midnight. For assignment details and due dates refer to the modules in CANVAS.

Grading:
Discussion Questions and Experiential Exercises: 35%
Online Discussion Participation: 15%
Tests: 50%

Exams: There will be 3 tests and a final. The tests are open book, but they're timed to be around 1 minute per question. Studying will be necessary. You will be allowed to take each test twice, but the questions will change between the two tests...just so you know. I do not drop the lowest test grade, but I will offer a study guide that many have found to be very helpful to answer the questions more quickly.

Discussion questions: There is a specific way to answer the discussion questions. It helps me to grade faster and report back to you faster. Failure to do so will result in a loss of points. They are posted here below and will be posted on the first several discussion question submissions for you to review.

To receive full credit on the discussion questions, please answer them in the following format:

1) List the question #.

2) Answer the question fully USING THE TEXTBOOK and other references. Let me explain: using the textbook means referring to the textbook for information on how to answer the question. It does not mean writing word for word what the textbook says. Feel free to use your own thoughts, other cites and anything else you would like as long as you tell me where it’s from, but you must AT LEAST use the textbook to answer EVERY question. Do not copy your informants exactly! Exact copies is cheating. Put it in your own words then give credit to the informing source.

3) Cite your references! Don't misunderstand. I'm not looking for a full page book report for each answer, but if you do say something as truth then you should be prepared to back it up with a cite to somewhere. Doesn't have to be in perfect APA format either. Just tell me enough information so I can find it myself.
4) Put the page number of the textbook where you found the information to answer the question. Remember, EVERY question must have some reference to the textbook so EVERY question should have some page number(s) included. The page numbers to summary pages do not count as page numbers.

An example is provided below. I do not mind if you work together to answer these questions, but everyone should have it in their own words. The experiential exercises I would like you to do on your own though.

If you have any questions, let me know.

Example:

1. There are over 27 million entrepreneurs in the United States (page 7). Entrepreneurial businesses can be found in almost every area of business but most frequently as farmers, retailers, carpenters, child care workers, construction workers, wholesalers, hairstylists, real estate agents and drivers (page 5). Small business come in all different sizes as well with more than 50% making less than $25,000 a year and only 25% making more than $100,000 a year (page 9). Lots of people are talking about the new Hybrid entrepreneur (Businessweek, November 2014). This means there could be even more entrepreneurs because hybrid entrepreneurs are still full employed in other organizations and do their business on the side. When taking that into account the number could be far greater.

Experiential Assignments: Follow the guidelines in the book and write a MINIMUM of 250 words telling me about your experience in the STARS format. The STARS format is an extremely helpful format to use when answering interview questions. We can talk more about that later, but I want you to practice following the format when reporting back to me. Answer in the format I list below. Here is how it works:

S/T – Situation or Task: briefly describe to me what you were to do for your exercise.
A – Tell me what you did.
R – What were the results of what you did/what did you learn?
S – So what? So…how do you apply this to you and what you are learning in this class?
It is much easier than it looks. Once you practice with it, you’ll be fine. Watch the online video where I’ll explain it more.

Online Discussions: Please participate fully in these as this is the only official way you have to participate in a class discussion. Answer fully. Make real, honest responses. Don’t try to be philosophical and such. Just respond as a classmate or friend almost as if we’re having a discussion. Keep the comments clean though. Be courteous. Don’t say anyone is wrong or anything. You may disagree with the post, but everyone has their right to an opinion and that’s Ok. The online discussion is not a place for you to prove you’re right or establish/bolster an ego. Make sense?

Late Assignments: I do accept late work, but I subtract 10% of the total possible points for every day late for up to 1 week. If it’s older than a week, you’ll have to contact me for permission to turn it in. Things happen. I get that. I just can’t let it just sit out there forever though.

I will base your final course grades on the following scale:

97-100% A
93-96% A
90-92% A
87-89% B+
83-86% B
80-82% B-
77-79% C+
73-76% C
70-72% C-
67-69% D+
63-66% D
60-62% D-
0-59% F

Extra credit will be made available throughout the course by participating in campus research activities or through an interview with me.

Additional notes: I reserve the right to change this syllabus as needed during the semester, including course schedule, readings, examinations, assignments, and the etc.
Notice Concerning Disabilities and Discrimination: Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:
Trudy Luken, Corbett Center, Rm. 244 Phone: (575) 646-6840 E-mail: sas@nmsu.edu Website: www.nmsu.edu/~ssd/

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Gerard Nevarez, Executive Director or Agustin Diaz, Associate Director Office of Institutional Equity (OIE) O'Loughlin House
Phone: (575) 646-3635 – E-mail: equity@nmsu.edu

Academic and non-academic misconduct: The Student Code of Conduct defines academic misconduct, non-academic misconduct and the consequences or penalties for each. The Student Code of Conduct is available in the NMSU Student Handbook online: http://deanofstudents.nmsu.edu/student-handbook/1-student-code-of-conduct/
Academic misconduct is explained here:
http://deanofstudents.nmsu.edu/student-handbook/1-student-code-of-conduct/3-academic-misconduct.html

Plagiarism. Plagiarism is using another person's work without acknowledgment, making it appear to be one's own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at http://lib.nmsu.edu/plagiarism/.