

**INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY
MBA PROGRAM**

I. Course Title : Small Business Institute Seminar

Code and Number : BADM 6945

Credit Hours : 3

Requisites: None

Term:

Professor: Dr. Olga Maldonado

Office Hours:

Phone Number:

II. Course Description

Designed to give the graduate student the opportunity to provide consulting services to clients of the Small Business Administration. Class work, field research, business analysis and report writing with recommendations and conclusions are integrated into the course.

III. Course Objectives

1. Upon the successful completion of this course, you will:
2. Appreciate the linkage between business theory and practice within the profit and the not -for – profit sector.
3. Understand the issues, problems and opportunities facing the small business and the not – for - profit community
4. Appreciate the importance of the small business sector in today's society
5. Evaluate the use of your time, talent and treasure within the sector, and
6. Understand the importance of social entrepreneurialism and small business entrepreneurialism.

IV. Content

Course Outline:

RECOMMENDED SEQUENCE OF TOPICS (Listed by chapters):

PART I. ENTREPRENEURSHIP: A WORLD OF OPPORTUNITY.

Ch 1. The Entrepreneurial Life.

Ch 2. Entrepreneurial Integrity: A Gateway to Small Business Opportunity.

PART 2. STARTING FROM SCRATCH OR JOINING AN EXISTING BUSINESS.

Ch 3. Getting Started.

Ch 4. Franchises and Buyouts.

Ch 5. The Family Business.

Test 1 Chapters 1-5 (Email Business Plan Drafts)

PART 3. DEVELOPING THE NEW VENTURE BUSINESS PLAN.

Ch 6. The Business Plan: Visualizing the Dream.

Ch 7. The Marketing Plan.

Ch 8. The Human Resources Plan: Managers, Owners, Allies, and Directors.

Ch 9. The Location Plan.

Ch 10. The Financial Plan: Projecting Needs.

Ch 11. The Financial Plan: Finding Sources of Funding.

Ch 12. Planning the Harvest.

Test 2 Chapters 6-12 (Email Business Plan Drafts)

PART 4. FOCUSING ON THE CUSTOMER: MARKETING GROWTH STRATEGIES.

Ch 13. Customer Relationships: The Key Ingredient.

Ch 14. Product and Distribution Plans.

Ch 15. Pricing and Credit Decisions.

Ch 16. Promotional Planning.

Ch 17. Global Marketing.

Test 3 Chapters 13-17 (Email Business Plan Drafts)

PART 5. MANAGING GROWTH IN THE SMALL BUSINESS.

Ch 18. Professional Management in the Entrepreneurial Firm

Ch 19. Managing Human Resources.

Ch 20. Managing Operations.

Ch 21. Managing Risk in the Small Firm.

PART 6. UNDERSTANDING WHAT THE NUMBERS MEAN.

Ch 22. Managing the Firm's Assets.

Ch 23. Evaluating Firm Performance.

Email Business Plan Drafts before uploading the final drafts.

A Completed Small Business Plan is required to be submitted before taking Test 5 - Final Exam

Test 5-Final Exam (Chapters 18-23 only)

V. Activities

To be successful in this class, you are expected to:

Attend and actively participate in class meetings

Read assignments

Allow adequate time to be creative in your thinking and preparation

Be reflective of how you best choose to contribute to the not – for – profit community.

VI. Evaluation

Evaluation Criteria	Punctuation	% of Final Grade
Assignments:		
4 Quizzes	100	20%
Discussion Questions	100	
1 Article Review/Discussion	100	10%
3 Case Analyses/Discussions	300	15%
2 Group Exercises/Discussions	200	10%

Final Test	100	10%
Final Project	100	25%
Peer Evaluations	100	10%
Total		100%

VII. SPECIAL NOTES

A. Any student in need of special services or assistance should request them at the start of the course or as soon as he/she learns about the need by registering at the office of the Coordinator of Services for Students with Disabilities located at the University Orientation Program in charge of Mr. Jose A. Rodriguez (787) 250-1912 Ext. 2306 and 2307.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

Effective Small Business Management (9th Edition) (Hardcover) (2008).Scarborough, N. M., W. Zimmerer, and D. Wilson. Prentice Hall

IX. BIBLIOGRAPHY

Justin G. Longenecker, Carlos W. Moore, J. William Petty, Leslie E. Palich
Small Business Management - An Entrepreneurial Emphasis
13th Edition ©2006 (with CD-ROM and InfoTrac)
ISBN:0-324-22612-8

Websites

www.sba.gov

www.franchise.org

www.smallbusinessschool.org

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