



Syllabus

MNGT 430-90 – Small Business Management (3 credits) Spring Semester 2021 (1/25/21 – 4/30/21) Online (Asynchronous)

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Office Hours: By request

Course Prerequisites: FINC 345, MKTG 310 and MNGT 300

Technological prerequisite: Knowledge of Canvas, Microsoft Office

Required Texts:

Business Plan Development Guide by Lee A. Swanson (2017). E-book can be downloaded at:
<https://openpress.usask.ca/businessplandevlopmentguide/>

College of Business and Economics Mission Statement: The primary mission of the College of Business & Economics is to provide high quality undergraduate programs grounded in the liberal arts, a high quality Master of Business Administration Program, and business outreach services to the Greater St. Croix Valley region.

College of Business and Economics Learning Outcomes: College of Business and Economics learning outcomes are posted to the Assessment Section of the College's webpage:
<http://www.uwrf.edu/CBE/AssuranceofLearning/Index.cfm>

Course Web Site: Access the course site through the link to Canvas on UWRF's home page
<http://www.uwrf.edu/DOTS/Learn.cfm> or download the Canvas app.

Course Description: This course is designed to analyze and introduce the student to many of the aspects of starting their own business or being involved with a small company. The course will address a wide array of practical issues from what business to start to where it should be located. The methodology of this course will be to utilize case studies and guest speakers.

Learning Objectives: At the completion of this courses, students will be able to:

- ✓ Identify a topic around which a business can be formed
- ✓ Utilize the lean startup methodology and business model canvas to assess business assumptions and generate a proposed business strategy
- ✓ Incorporate external feedback about their business idea into a plan
- ✓ Write a clear and concise full business plan including proposed organizational structure, marketing plan, and financial pro-forma
- ✓ Develop a pitch presentation showcasing the highlights of their business idea



Grade Breakdown

Activity	Points
Assignments (11 x 10)	110
Discussions (3 x 15)	45
Pitch Presentation	50
Final Business Plan	100
Total	305

90-100% A 80-89% B 70-79% C 60-69% D 0-59% F

Key Graded Items

Discussions: Discussions are designed for you to provide thoughtful, constructive feedback to your classmates about their business idea. Discussions should be 1-2 paragraphs and need to include suggestions for the team to consider. Discussions are submitted individually, even if you are part of a team. 15 points each.

Assignments: The assignments throughout this class are all designed to lead into your final project – the pitch presentation and business plan. If you complete each assignment as comprehensively as possible, your final projects will come together more easily. If working in a team, one submission per team is sufficient. All assignments must be uploaded to the appropriate discussion section or otherwise indicated area in Canvas. 10 points each.

Final Pitch Presentation: All teams or individuals will submit a video pitch presentation. The intended audience is a banker or investor from whom you are trying to obtain financial capital. The presentations should be 3-5 minutes in length and the content should be carefully curated to provide the most important information about your business while “selling” your business idea. Presentations should use powerpoint or an equivalent visual enhancement tool, recorded and uploaded to the discussion area in Canvas. Your classmates will be reviewing your presentations and providing feedback. 50 points.

Business Plan: A comprehensive business plan including an executive summary, introduction, operations plan, human resources plan, marketing plan and financial plan is the final assignment for this course and makes up a majority of your grade. Many assignments will allow you to draft sections of the business plan as the semester progresses. However, the final business plan should be further edited and enhanced using your assignments as the starting point. Submit as a Word document, including a cover page and table of contents. All business plans are unique and while a template is provided, each business may customize the content and level of detail based on the needs of the organization. At a minimum, the plan must include the aforementioned sections. More information is not always better; carefully consider what information is pertinent to allowing a potential investor to fully understand your business proposition. 100 points.

Important University Policies

The University of Wisconsin-River Falls strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment. If you have concerns about such behavior, contact your instructor, the Office of Student Conduct and Community Standards at 715-425-0720, or the Office of Equity, Diversity, and Inclusion at 715-425-3833. For a list of prohibited behaviors and protected classes or to report something that is inappropriate using an online process, please use this form: <http://www.uwrf.edu/EquityDiversityInclusion/incident.cfm>.



Participation by Students with Disabilities: The University of Wisconsin-River Falls welcomes students with disabilities into its educational programs, activities, residential halls, and everything else it offers. Those who will need academic adjustments or accommodations for a disability should contact the Ability Services Office at **715-425-0740**. Decisions to allow adjustments and accommodations are made by the Ability Services Office on the basis of clinical documentation that students provide to sufficiently indicate the nature of their situation.

Academic Misconduct: The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. A more detailed description of **Student Academic Disciplinary Procedures** may be found in **Regents Policy Statements, UWS Chapter 14**.

Discrimination and Harassment: The UWRF promotes safe, inclusive and effective learning environments that protect the rights and support the interests of both students and faculty. For additional information regarding our inclusivity expectations, academic accommodations, academic conduct expectations and processes, and other syllabi information, please consult <http://go.uwrf.edu/Syllabi>.

Class Policies

Attendance and Participation: As an asynchronous online course, attendance will not be taken. Participation in class is dependent upon paying close attention to the required online activities and assignments. Discussions are often the primary way in which you will interact with classmates and posts should be meaningful and thorough. Course content is delivered through modules in Canvas.

Professional E-mail Etiquette

Professional e-mail is very different from casual e-mail or texting. Here are general rules for writing a professional e-mail to the instructor of this course or other professional communication.

- **Mind Your Manners:** Make sure to say please and thank you; address people you do not know as Mr., Ms., or Dr., only address someone by first name if they imply it is okay to do so.
- **Watch Your Tone:** It is very difficult to express tone in writing. You want to come across as respectful, friendly, and approachable, not curt or demanding. Never use all capital letters. People may think you are screaming and it can also be difficult to read.
- **Be Concise:** Get to the point of your email as quickly as possible, include important details that will help your recipient answer your query.
- **Be Professional:** This means avoid abbreviations and emoticons (smiley faces). Make sure your email address is professional for business communication. Do not use slang.
- **Use Correct Spelling and Proper Grammar:** Do not rely on spell check as it will not catch words that are spelled correctly but are misused within the context of the sentence.

Source: JobWeb.com-Career development and job-search advice for new college graduates. National Association of Colleges and Employers, Bethlehem, PA

Submitting Assignments

All assignments are due by the date/time indicated and turned in via Canvas. To streamline the course, all assignments are due by 11:59 pm on Sundays. Detailed directions for each assignment will be described on Canvas. Please follow the directions and answer all of the questions. Be sure to address the assignment in a concise, coherent manner. If you have questions, please ask! It is much better to ask a question for clarification than to complete the assignment incorrectly. All assignments submitted through Canvas must be submitted in a readable format: .doc or .docx in Word or in .html or .pdf in other programs. Grammar and



basic writing quality will be considered in your grades. If you have questions about grammar, ask for help at the Writing Center.

Writing Quality: The quality of your writing will be assessed in everything that you submit; however, this is not an English composition course. If there are 5 noticeably blatant grammatical errors (i.e. not capitalizing words, run-on sentences, proper grammar, etc.), you may receive a 0 for that assignment or be asked to redo the assignment.

******Policy on Late Assignments******

- **Late assignments are docked 10% each day they are late**
- **No late assignments will be accepted after the last day of class.**
- **The late assignment policy is strictly enforced.**

Important Dates (Contact Registrar’s office for questions)

1/29/21	Last day to add or drop an open Regular Session or Session A class without use of an add/drop form
4/2/21	Last day to drop Regular Session class for academic reasons before late drop is necessary
4/30/21	Last day of classes.

Class Schedule

***All assignments/discussion posts due on Sunday by 11:59 pm on the date indicated**

Week	Date	Topic	Review/Read	Assignments/Discussions	Due Date
Week 1	1/25	Introduction Identify your Passion	Read Chapter 1	Assignment: Submit the “Pilot your Purpose” slide deck	1/31
Week 2	2/1	Essential Initial Research	Read Chapter 2	Assignment: PESTEL Analysis & Porter’s Five Forces Analysis	2/7
Week 3	2/8	Essential Initial Research		Assignment: SWOT Analysis & VRIO Framework Analysis	2/14
Week 4	2/15	Lean Startup & Business Model Canvas	Udacity Videos Read Chapter 3	Assignment: Write 1 paragraph description of your business idea & submit draft of your Business Model Canvas PDF to the discussion section	2/21



Week 5	2/22	Lean Startup & Business Model Canvas		<p>Assignment: Interview 5 potential customers, submit document outlining who you spoke to, what they said and what you learned</p> <p>Discussion: Provide constructive feedback to 2 other businesses (to be assigned) about their idea business model canvas</p>	2/28
Week 6	3/1	Writing the Business Plan	Read Chapter 4	<p>Assignment: Submit draft of the introduction section to your business plan (NOT the executive summary) and include revised Business Model Canvas clearly identifying what changed following your interviews</p>	3/7
Week 7	3/8	Organization Structure & Operations	Read Chapter 5	<p>Assignment: Draft Operations Plan</p>	3/14
Week 8	3/15	Organization Structure & Operations		<p>Assignment: Draft Human Resources Plan</p>	3/21
Week 9	3/22	Marketing Plan	Read Chapter 6 Case: The Social Entrepreneur's Conundrum	<p>Discussion: Answer the questions about the social entrepreneur's conundrum</p> <p>*Begin work on your marketing plan draft due 4/4</p>	3/28
Week 10	3/29	Marketing Plan		<p>Assignment: Draft Marketing Plan</p> <p>*Begin preparing your pitch presentation slide deck due 4/25</p>	4/4
Week 11	4/5	Financials		<p>Assignment: Estimate Start-up Costs (startup cost section of spreadsheet)</p>	4/11
Week 12	4/12	Financials		<p>Assignment: Draft Financial plan (pro-forma projections spreadsheet)</p>	4/18
Week 13	4/19	Putting it all together - Pitch Presentations	Read Chapter 8	<p>Assignment: upload video of your pitch presentation to discussion area in Canvas</p>	4/25
Week 14	4/26	Putting it all together – Business Plan	Read Chapter 7	<p>Discussion: Review 2 assigned pitch presentations and provide feedback to team</p>	5/2
Finals	5/3	Final Business Plan		<p>Assignment: Submit final business plan document</p>	5/6