The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Entrepreneurship & Small Business Management  
Prerequisites: Acct 1301, Or Acct 1341 & 1342  
Course number: Mgmt 4330  
Room #: Malloy 020  
Credit hours: 3  
Time: Tues & Thurs 5:30 – 6:45 pm  
Semester: Spring 2017  
BlackBoard site: to follow

2. Instructor Information

Name: Martin Lindenberg  
Office location: Welder 115A  
Office phone: 713-525-3838  
Emergency phone: 713-525-5911 (Asst)  
E-mail: linden@stthom.edu  
Office hours: Tue & Thurs 2:30 – 5:30 pm; Knock & if no response, please email  
Fax number: 713-525-2110  
*Home/cell phone: UST4330@gmail.com

Where to leave assignments: Online at Blackboard, hand to me in class or email.

3. Course Catalog Description

This course introduces students to the process of starting and growing a new business. In this course, students learn how to recognize business opportunities, develop feasibility analyses and business plans, seek financing and funding for the new business, and develop the main functions of the new business (i.e., marketing/sales, finance, cash flow management, human resources). The course also covers business growth strategies and a focus on sustainability of the enterprise, including family-owned businesses. The course content is augmented with real-world case studies and interactions with successful entrepreneurs.

4. Program Goals

The Bachelor of Business Administration program has five goals. When students complete the BBA degree at the University of St. Thomas:

Goal 1. They will be able to communicate effectively.
- Objective 1: Graduates will deliver a compelling oral presentation.
- Objective 2: Graduates will write professional quality documents.
- Objective 3: Graduates will demonstrate mastery of communication technology.
Goal 2. They will be adept at critical thinking.
• Objective 1: Graduates will analyze problems in-depth.
• Objective 2: Graduates will evaluate data thoroughly.
• Objective 3: Graduates will present feasible solutions for problems.

Goal 3. They will be able to work effectively in teams.
• Objective 1: Graduates will work collectively towards team objectives.
• Objective 2: Graduates will demonstrate professional interpersonal relations with other team members.

Goal 4. They will be ethical decision makers.
• Objective 1: Graduates will recognize the ethical issues implicit in a business situation.
• Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.

Goal 5: They will be knowledgeable about fundamental business issues and processes.

5. Course Learning Objectives
Upon completion of this course students will be able to:
• Define and describe what makes an entrepreneur (Goal 1, 3)
• Discuss the components of an ecosystem that makes enterprises’ business success more likely (Goal 4)
• Describe what makes a small business different from a large corporation (Goal 1,3,5)
• Articulate how culture sets the tone for business success (Goal 1, 3,4)
• Operate thoughtfully and effectively in a small or family business (Goal 2)
• Assess a small business’ operations and likely successful continuity (Goals 5, 6)
• Describe the key factors on success of business (Goals 5, 6)
• Knowledgably tackle funding of a small business (Goal 5, 6)

6. Texts, Readings, Materials

Required reading: As announced in class or by email.

And, when appropriate to the topic of business plans:
https://www.score.org/resource/how-create-comprehensive-business-plan
https://strategyzer.com/books/business-model-generation

Supplementary material:
“Perpetuating the Family Business” by John L. Ward.
It is available free on the web as a Pdf. It’s a super reference and very easy read.

And as announced in class or by email

**Suggestions for further study:**
As announced in class or by email

**7. Instructional methods:**
Lectures, Q&A, Individual and Team projects, Readings.

**8. Use of Technology**

1) **Online data retrieval and/or research:**
   Web searches, UST library resources, Grovo online materials

2) **Online communication or collaboration**
   BlackBoard, Emails & Google tools as appropriate to the topic / project

3) **Use of general productivity software**
   Microsoft Office, Powerpoint, prezi.com, Excel for financials, to complete assignments

4) **Use of BlackBoard learning platform**
   As announced in class or by email

**9. Course Tentative Schedule:**

Week 1 – Syllabus & Expectations
   What is an Entrepreneur

Week 2 – Starting & Growing a Business

Week 3 – Recognizing Opportunities & Generating Ideas

Week 4 – Feasibility Analysis and Business Plans

Week 5 – Business Models

Week 6 – Industry & Competitive Analysis

Week 7 – Writing the Business Plan, Project (tbd)

Week 8 – Proper Ethical, Cultural & Legal foundation, Guest Speaker

Week 9 – Assessing the Financial Strength, Viability & Sustainability of a Business, Guest Speaker
Week 10 – Building the Team; Challenges of Growth

Week 11 – Getting the Finance / Funding

Week 12 – Intellectual Property; Strategies for Growth; Work, Life, Balance

Week 13 – Presentations (tbd)

Week 14 - Pulling It All Together

FINAL EXAM— Tuesday 9 May, 6-8:30 pm

The above schedule and procedures in this course are subject to change based on the progress we make in class, opportunities for guest speakers or attendance at topical events, and in the event of circumstances beyond the instructor's control. The most up-to-date schedule is the one on Blackboard.

Assignments:

10. Course Policies

Attendance is mandatory as this class is highly interactive; students are expected to be fully engaged throughout each session.

Attendance is expected at every level – physical, mental, social, ethical, soulful and humanity (plus a bit of humor)

Cell Phones Use considerately only during the break. If you receive a critical call during class, please leave the classroom to respond.

Computers It is assumed that use of laptops and mobile devices during class will be for class activities only.

11. Student Grading Processes: (including weighting of factors)

47% for Class participation – defined as being fully present, asking quality questions, answering questions avidly and articulately, contributing comments, insights, and experiences thoughtfully and politely.

12% for individual project / assignment (s)

18% for team project / assignment (s)

20% for final exam

3% for SEP online or other courses outside of class, such as Grovo courses (see below)
Grading Scale

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<tr>
<th>Grade</th>
<th>Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>93.00-100.00</td>
<td>Excellent, showing comprehensive understanding of subject matter</td>
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<tr>
<td>A-</td>
<td>90.00-92.99</td>
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<tr>
<td>B+</td>
<td>87.00-89.99</td>
<td>Very good performance, knowledge of most subject matter</td>
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<tr>
<td>B</td>
<td>83.00-86.99</td>
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<tr>
<td>B-</td>
<td>80.00-82.99</td>
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<tr>
<td>C+</td>
<td>77.00-79.99</td>
<td>Satisfactory, basic understanding of the subject matter</td>
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<td>C</td>
<td>73.00-76.99</td>
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<tr>
<td>C-</td>
<td>70.00-72.99</td>
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<tr>
<td>F</td>
<td>&lt; 70.00</td>
<td>Fail, unsatisfactory performance or failure to meet course requirements</td>
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12. Available Support Services:

- **Tutorial Services Center (TSC)**
  The Tutorial Services Center offers assistance to all current UST students in a variety of content areas, including academic subjects, general concepts, and writing skills. Tutors are available anytime the center is open. The TSC offers on-site tutoring, online tutoring, and tutorial workshops. Office hours and schedules can be found at [http://www.stthom.edu/public/index.asp?page_ID=100289](http://www.stthom.edu/public/index.asp?page_ID=100289). Please contact the center at 713-525-3878 or tutoring@stthom.edu.

- **CSB Tutorials**
  The Cameron School of Business offers tutoring in business subjects. Please visit [http://libguides.stthom.edu/cameron](http://libguides.stthom.edu/cameron) (under the “CSB Tutorial Services” tab) for the most current tutorial schedule and available subjects.

- **Information Technology Services**
  The UST IT Solution Center offers assistance with technical issues related to general computer issues, software, email, passwords, MyStThom, and blackboard. Manuals, contact information, and discounted software and hardware purchase information may be found at [http://www.stthom.edu/Offices_and_Services/Information_Technology/Index.aqf](http://www.stthom.edu/Offices_and_Services/Information_Technology/Index.aqf).

Important Dates for Spring 2017

*SPRING 2017 (1/19-5/5)*

- Jan 19 Th First Day of Classes
- Jan 25 Wed Last Day to Add Classes
- Feb 3 Fri Last Day to Withdraw w/o Academic Penalty (Drop)
- Mar 13-17 M-F Spring Break
- March 31 Fri Last Day to Withdraw with a Grade of “W”
- April 13-14 Th-Fri Easter Break
- May 5 Fri Last Day of Classes
May 8-16 Mon-Tue Final Exams  **Final exam - Tues May 9th from 6:00-8:30PM**  
May 9 & 12 Tue & Fri Study Days  
May 19 Fri Final Grades Due in Registrar’s Office at noon  
May 19 Fri Baccalaureate Mass  
May 20 Sat Commencement  
May 22 Mon Final Grades Released to Students

**Non-class time courses – 3 are REQUIRED for 3% of your grades**

Each student is required to **complete a minimum of three (three hours total) workshops**. In doing so, CSB will provide numerous workshops for all students taking CSB courses (the complete list of workshops is available on BB). As can be seen in the list, the workshops are being offered by different academic support services on campus and the workshops on computer applications are being offered through an online provider ([www.grovo.com](http://www.grovo.com)).

- Workshops are being offered during the activity period and in the evening on weekdays in the Fall semester.
- In addition, workshops are being scheduled for two Saturdays in the Fall semester.
- Workshops are also being offered online via Grovo.
- While the students have to complete a minimum number of workshops per semester, the same workshops could be used for various courses.
- Students need to attend a workshop lasting at least one hour to complete one activity. For instance, if a student decides to take a half hour session on Excel training via Grovo, she/he then needs to take an additional half hour session on something else to complete one required activity.

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**Grovo: CSE@CSB Spring 2017**

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<td>TU 1/31</td>
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<td>M 2/6</td>
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<td>TU/TH 2/7 - 2/9</td>
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<td>TU 3/21</td>
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Resume Review by Career Services (Must bring a copy of your resume with you)
Career Services, 9:00-12:00 pm

Texas Job Fair
Jerabeck, 10:00-3:00 pm

Ace Your Interview Workshop
COC Crooker Center, 4:30-5:00 pm

Spring Cleaning – Resume and Social Media by Career Services
Career Services, 10:00-3:00 pm

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<th>Prepare for Writing Track</th>
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For more information, please contact Toni Cervantes Cervant@stthom.edu (713)525-3186
The Cameron School of Business at the University of St. Thomas

MISSION STATEMENT

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

ACADEMIC HONESTY

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

The tests/exams will be individual efforts. Student may work together on homework assignments, but must submit their own assignments.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

ACCOMMODATIONS

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crocker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.