



## **Entrepreneurial Management**

MGT-325 Section 002 (1870)

**Class Location:** Bell Tower 1352

**Class Time:** Wednesdays 7:30pm – 10:20pm  
Subject to University Scheduling.

**Term:** Fall 2022

**Class Dates:** August 24<sup>th</sup> – November 30<sup>th</sup> (then Final Exam)

**Instructor:** Christopher Roos, Ed.D.

**Office Hours:** Tuesday 4:30pm – 5:50pm

Wednesday 6:40pm – 7:20pm

Also available by scheduled appointment.

**Phone:** (818) 519-0106 for calling or texts

**CSUCI Email:** [Christopher.Roos@csuci.edu](mailto:Christopher.Roos@csuci.edu)

### **Required Textbook:**

**[A New Entrepreneurial Dynamic: 21st Century Startups and Small Businesses v1.0](#)**

By: Greg Autry, Published: 2022

Flat World Knowledge. Several formats.

ISBN (Digital): 978-1-4533-9411-3

### **Course description:**

Explores the management of start-up and small businesses. Concentrates on initial strategy, location, financing, staffing, daily activities, controls and taxes. Students develop a business plan for a small business.

### **University Mission:**

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

### **Learning Objectives:**

1. Describe orally and in writing the major elements of small business management (2,3,5)
2. Analyze and present results of complex business cases (1,5)
3. Prepare and give effective oral presentations about small businesses (2,5)
4. Conduct research and write a 1000 word paper on an aspect of small business management (3,5)

### **Aligns with Program Learning Goals for:**

1. Critical thinking
2. Oral communication
3. Written Communication
4. Conduct (Ethics)
5. Competencies in discipline
6. Collaboration

**Assignments, due dates, and points**

<b>Date</b>	<b>When</b>	<b>What</b>	<b>Where</b>	<b>%</b>	<b>Possible Points</b>
Ongoing	By the start of class the day in which the chapter is scheduled	CHAPTER QUESTIONS	Complete on Canvas	18	128 (16 chapters at 8 points each)
To be scheduled	By the start of class the week following the speaker's presentation	Guest Speaker Reviews	Submit on Canvas	5	36 (3 reviews at 12 points each)
To be scheduled	Presentation to be scheduled and papers due at the end of class on day of presentation.	TEAM PROJECT Team Presentation Team Paper Individual Paper	Turn in or put on Canvas by the end of the class in which you present.	6 7 2	40 50 15
9/28/22 through 11/9/22	7:30pm	Entrepreneurial Articles Assessment	Submit paper on Canvas and participate in Discussion as per instructions.	9	65
10/12/22	In-class	MIDTERM	In-class	14	100
11/16/22	7:30pm	Social Media Assessment	Submit on Canvas	6	40
To be scheduled	By the start of class the week following the event	Event Assignment	Submit on Canvas	2	12
11/23/22	7:30pm	PEER REVIEW	Post on Canvas	2	12
Ongoing	Each class	PARTICIPATION Quality Participation, Engagement, and Attendance	In Class	15	105 (Approximately 7 points per week)
12/7/22 7:00pm	In-class	FINAL EXAM	In-class	14	100
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Assignments and scheduling may change to allow for flexibility. Any changes will be announced in class and posted on Canvas. The professor reserves the right to change the method for determining course evaluation at any time.

**Grading point representation**

- A = 90-100% - Exceeding and Mastery.
- B = 80-89% - Excelling at Above Average.
- C = 70-79% - Proficient (Average).
- D = 60-69% - Approaching to Below Average.

**Points to Course Letter Grade\***

Points/Probable Letter Grade	Points Probable/Letter Grade
647 – 700 = A	537 – 556 = C+
627 – 646 = A-	508 – 536 = C
616 – 626 = B+	487 – 507 = C-
577 – 615 = B	417 – 486 = D
557 – 576 = B-	Less than 417 = F

A grade of C- is required for the course to count towards your Business degree requirements.

\*Professor reserves the right to change the method for determining course evaluation at any time.

**Professionalism**

I will make every effort to conduct this class in a professional manner, such as one would experience in an organizational environment. Similar to a workplace environment, it is important that all students attend the virtual classes. Please refer to the Community Ground Rules for this course. Students are expected to be professional in all respects. Professionalism is exhibited by:

- **Students arrive on time.** On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty.
- **Students minimize unscheduled personal breaks.** The learning environment improves when disruptions are limited. We will normally take a break approximately halfway through class.
- **Students are fully prepared for each class.** Much of the learning in the business program takes place during class discussions. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- **Students respect the views and opinions of their peers, guests and the professor.** Discussion is encouraged and an integral portion of this class. It's anticipated that in a variety of instances, there be differing ideas and opinions. Intolerance for the views of others is unacceptable.
- **Late Policy.** Unless otherwise approved by the professor, all assignments are expected when requested. Late submission of any assignment will generally not be accepted or if accepted, will be subject to (substantial) reduction in points.
- **Missed Classes.** Students are responsible for obtaining any notes, handouts, additional reading materials, and/or assignment changes from your classmates and/or from Canvas.
- **Quality writing. Please note there is an expectation of the appropriate use of grammar, writing, typing, and citing within this upper division course. Student failure to adhere to this standard, subjects the student to grade reduction(s). I encourage students to contact CSUCI's Writing & Multi-literacy Center for editing assistance.**

**Professor Flexibility**

It is important students realize, that due to the interactive nature of this course, even though my intent is to generally go by the syllabus and modules as much as possible, it is quite plausible and in fact anticipated that changes will occur at some point(s) throughout the term. Having a certain amount of flexibility to alter things as I deem beneficial, will enable me to adjust the curriculum as I consider in the best interest of our class.

**Basic Schedule Fall 2022**

<b>Week / Mod Date</b>	<b>Anticipated Topic(s)</b>	<b>Assignments and Activities</b>
Week / Mod 1 8/24	The Entrepreneur in Context	Class discussions Chapter 1 Questions Due on Canvas
Week / Mod 2 8/31	The New Entrepreneurial Dynamic (NED)	Chapter 2
Week / Mod 3 9/7	Strategy: Capturing and Maintaining Competitive Advantage	Chapter 3
Week / Mod 4 9/14	Opportunity Recognition and Feasibility Analysis and Opportunity Evaluation	Chapters 4 and 5
Week / Mod 5 9/21	Team Building and Leadership	Chapter 6
Week / Mod 6 9/28	Funding	Chapter 7 Begin presentations of Entrepreneurial Article Assessments
Week / Mod 7 10/5	Launching	Chapter 8
Week / Mod 8 10/12	MIDTERM Brand Building	MIDTERM <a href="#">Chapter 9</a>
Week / Mod 9 10/19	Marketing	Chapter 10
Week / Mod 10 10/26	Selling	Chapter 11
Week / Mod 11 11/2	Operations	Chapter 12
Week / Mod 12 11/9	Accounting	Chapter 13
Week / Mod 13 11/16	Managing Cash Flow and Finance	Chapter 14 Social Media Assessments are due
Week / Mod 14 11/23	The Business Environment and Government	Chapter 15 Team Business Plan Projects begin & Peer Reviews are due
Week / Mod 15 11/30	Exiting and Harvest	Chapter 16 Review
<b>Final Exam</b>	<b>Refer to CSUCI Final Exam Schedule December 7<sup>th</sup>, 7pm – 9pm</b>	<b>Final Exam (Comprehensive)</b>

This syllabus and the schedule may change during the semester as circumstances and flexibility dictate. The most updated syllabus or changes will always be made known on our course Canvas site and/or via instructor communication through announcements, comments, messaging and/or emails.

## **Disabilities Accommodations**

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation and Support Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning or other disabilities are encouraged to contact the Disability Accommodation and Support Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me ASAP.

<https://www.csuci.edu/dass/>

## **Cheating, Plagiarism and Other Forms of Academic Dishonesty**

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on quizzes, tests or examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course.

Papers with plagiarized ideas or language will be graded "F" and must be rewritten with proper use of quotations and referencing. The grade of "F" will remain the recorded grade on the assignment.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author's writing word for word, except for brief passages to support your thesis, and then only if the author has stated it in such a way that you cannot restate it effectively in your own words. When using another writer's work, accurately identify it with a proper citation. The preferred method of citation for this course is the APA methodology (American Psychological Association).

***Plagiarism or cheating on test and exams will result in an "F" (0 points) on the test or exams***, very likely resulting in a lower or possibly a failing final grade in the course, as well as the reporting the incident to the Vice Presidents of Academic Affairs and Student Affairs. To complete course requirements, students must retake the test or exam during the instructor's scheduled office hours.

Plagiarism on homework or project deliverables is subject to 0 points for the document/assignment.

In case where the cheating or plagiarism was premeditated or planned, students may receive and "F" for the course as well as the reporting the incident to the Vice Presidents of Academic Affairs and Student Affairs.

<https://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>

## **CSUCI Policy on Grades, Honors, & Awards**

You can find more information about grades, that is what letter grades mean, how the 4.0 point scale works, and more in the CSUCI Course Catalog at:

<http://catalog.csuci.edu/content.php?catoid=46&navoid=2906>

**Additional Resources***Campus Tutoring Services*

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The Peer Tutor Schedule is available via the [LRC webpage](#).

*Writing & Multiliteracy Center*

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21<sup>st</sup> Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help students at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops. Students can make an appointment to work with a consultant or learn more by visiting the [WMC webpage](#).

*Counseling and Psychological Services (CAPS)*

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); students can also email CAPS at [caps@csuci.edu](mailto:caps@csuci.edu) or visit the [CAPS website](#).

*Emergency Intervention and Basic Needs*

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students Office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#).

*Title IX and Inclusion*

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSUCI's commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

## Quality Participation, Engagement and Attendance ONGOING

**IMPORTANT:** For this portion of tracking, only attendance and not participation will be tracked on Canvas. The percentage depicted for the Attendance/Participation throughout the term for this portion of the course is only a representative function of student attendance and depending on the respective time within the term, may be very misleading (as the percentages do not necessarily take the full term into account). Students are encouraged to NOT rely on the attendance/participation percentage depicted throughout the term. The professor will input the grade for participation at the end of the term, taking attendance and participation (further discussed below) into consideration. Should you desire feedback during the term as to your level of participation, you are welcome to ask the professor.

Take into consideration the Learning Objectives of this course.

1. Describe orally and in writing the major elements of small business management (2,3,5)
2. Analyze and present results of complex business cases (1,5)
3. Prepare and give effective oral presentations about small businesses (2,5)
4. Conduct research and write a 1000 word paper on an aspect of small business management (3,5)

Also take into consideration the Program Learning Goals for:

- 1) Critical thinking
- 2) Oral communication
- 3) Written Communication
- 4) Conduct (Ethics)
- 5) Competencies in discipline
- 6) Collaboration

Similar to working within various professional organizations, each team member (of our class) plays an important role in the success of the organization. Therefore, attendance, participation and active involvement in activities and discussions will be integral towards making the course as conducive as possible and will be a fairly large portion of each individual's grade.

Besides attendance, necessities to help you earn point recognition include but are not limited to: quality, active participation; expression of critical thinking; depth, analysis, understanding and communication of organizational management and related concepts; politeness, appropriate conduct and ethical behavior; respect for your instructor, fellow classmates and guests; and openness to other viewpoints.