INSTRUCTOR: Dr. Kay M. Nelson
OFFICE: Rehn 212A
Phone: I don’t do phone
EMAIL: ikay@siu.edu
OFFICE HOURS: 11-12:30 and 3:30-5 Tuesday and Thursday and by appointment

Course Prerequisites: Junior standing and business major or minor or permission of instructor

REQUIRED TEXTBOOK: Entrepreneurship & Small Business Management Edition: 2nd
Author: Mariotti
ISBN: 9780133767186
Copyright Year: 2015
Publisher: PEARSON EDUCATION

COURSE OBJECTIVE:
The objective of this course is to study the start-up, management, and growth of small business, primarily from a U.S. based perspective. Every small business is unique. The opportunities and requirements unique to the operation and management of the types of business that make up the largest part of our economy will be investigated. Personal characteristics, interpersonal relationships, organizational systems, technology, and decision-making processes are examined for their contribution to the success or failure of the small firm and start-up firms. Emphasis on the integration of knowledge of management principles and all functional areas of business will be utilized in this course. The student will gain an understanding of what it takes to start and manage a small business via textbook readings, discussions, guest lectures and a project for a real small business or non-profit.
*Schedule & syllabus subject to change at the discretion of the instructor

Grading & Evaluation:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Test 1:</td>
<td>200</td>
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<tr>
<td>Test 2:</td>
<td>200</td>
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<tr>
<td>Project:</td>
<td>350</td>
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<tr>
<td>Group Cases: 4 per group</td>
<td>200</td>
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<tr>
<td>Class Participation and attendance</td>
<td>150</td>
</tr>
<tr>
<td>Total:</td>
<td>1000</td>
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EXAMS: There are two tests for this course. They are open note and open book. Each test is worth 20% of the total course grade. The **FINAL EXAM** for the course is OPTIONAL. The **FINAL EXAM date for the optional final is Tuesday December 11th from 2 p.m. – 3:45 a.m. in the classroom.** You may take the final exam to replace your lowest score from the first two tests. The final exam will be comprehensive. If you miss a test, you will have the opportunity to take a make-up test provided that you have a formal written letter (such as doctor’s note) explaining your absence. A student caught cheating on a test or final exam will receive an “F” for the course, and my recommendation to SIU’s disciplinary board for further disciplinary action.

PROJECT: There are three options for the project in this class:

- **Option 1:** 10 page **individual** business plan summary
- **Option 2:** 20 page **group** business plan developed by group and approved by Dr. Nelson
- **Option 3:** 20 page **group** business plan assigned by Dr. Nelson – “Starving Artists”

Academic Dishonesty:

All matters pertaining to academic dishonesty will be dealt as per guidelines set by the College of Business and Administration. All university, college, and department policies on academic honesty will be strictly enforced. The usual consequence of academic dishonesty is an "F" in the course.
COURSE POLICIES: Students enrolled in this class are expected to:

- Be seated at the beginning of class time and do not start packing up to leave until the official end of class. I will try to give you 2 extra minutes at the end of class to pack up, ask questions, etc. If you are late to class you will apologize to your classmates for the disruption – no exceptions. Failure to do so will result in losing 50 course points (out of 1000) per episode. PLAN AHEAD! Let me know if you have to come from another class far across campus and if you know you will be late or absent please email me before class.

- Turn-off cell phones, IPODs, blackberries etc during class. If this becomes a problem all cell phones and PDAs will be collected at the beginning of class and returned at the end. If you are expecting a possible EMERGENY ONLY call, please tell me before class, put your phone on vibrate, sit in the back of the classroom and take the call out in the hall. Violations will result in the loss of 50 course points.

- Refrain from playing with laptops or reading during class. Laptops may only be used to take notes or look up something suggested by the professor. Violations will result in the loss of 50 course points.

- Come prepared to class by reading assigned materials.

- Refrain from talking to each other while discussion or guest lectures are in progress and generally behave professionally.

- Actively participate in the class discussions.

- Get a “notes buddy” to give you class notes if you are absent

Schedule: TBA

SIUC Information: http://pvcaa.siu.edu/index1/Syllabus%20Attachment_Fall2014-12.pdf