

MGMT 308W -- Fall 2009 – Dr. Kunkel

Tentative Class Assignment Schedule

Week	Date	Topic for Session	Session Objectives	Preparation for Class
0	Wed 9/2	Introduction to the Course Discuss the Great Game of Learning	Understand the Great Game of Learning and how to be successful in this course	**
1	Mon 9/7	Labor Day – No Class		
	Wed 9/9	5 Minute University Syllabus and the Style Guide Student Introductions	Understand the course materials and how to find information you need	<i>Syllabus, Student Guide, Suggested Projects, 80/20 Guide</i>
2	Mon 9/14	Why Small Business is Different Projects and Your Career Path Bad Writing Exercise Introduction to The Business Disc	Learn why writing skills are so important and how to improve your skill through guided practice	<i>Syllabus, Student Guide, Suggested Projects, 80/20 Guide</i>
	Wed 9/16	SB: Its Opportunities & Rewards	Understand what is a small business and how is it different from big bus.	Katz Ch. 1
3	Mon 9/21	Small Bus. Ethics: A Key to Long-Term Success	Examine the importance of ethics in SB	Katz Ch. 2
	Wed 9/23	SB Entrepreneurs: Characteristics & Competencies	Examine what makes entrepreneurs different from others	Katz Ch. 3
4	Mon 9/28	SB Ideas: Creativity, Opportunity & Feasibility	Understand the difference between an idea and a business opportunity	Katz Ch 4.
	Wed 9/30	SB Entry: Paths to Part-Time E-ship	Examine part-time E-ship	Katz Ch. 5 Friday is last day to submit Resume Project

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5	Mon 10/5	Video – Small Business School	See real-world entrepreneurs and what makes them do what they do	Video **
	Wed 10/7	SB Entry: Paths to Full-Time E-ship	Understand the difference between part-time and full-time E-ship	Katz Ch. 6
6	Mon 10/12	SB Strategies: Imitation with a Twist	Understand how SB owners do what others are doing and still succeed	Katz Ch. 7
	Wed 10/14	Business Plans: Seeing Audiences & Your Business Clearly	Learn what kind of business plan you need and how to create one	Katz Ch. 8
7	Mon 10/19	SB Marketing: Product & Pricing Strategies	Examine how SB marketing is different from Big B marketing	Katz Ch. 9
	Wed 10/21	Mitch Thrower, Entrepreneur Active.com, Triathlete Magazine	Hear from a successful business owner and entrepreneur	Guest Speaker **
8	Mon 10/26	SB Promotion: Capturing the Eyes of the Market	Examine how to get the customer's attention when your Biz is small	Katz Ch. 10
	Wed 10/28	SB Distribution & Location	Examine how handling logistics is different for SB	Katz Ch. 11 Last Day to Submit Proposals
9	Mon 11/2	Marketing Plans: Saying How You'll Get Sales	Examine marketing planning for SB	Katz Ch. 12
	Wed 11/4	SB Accounting: Projecting and Evaluating Performance	Learn how to do accounting in the SB if you are not an accountant	Katz Ch. 13

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10	Mon 11/9	Cash: Lifeblood of the Business	Learn why “cash is king” in the SB	Katz Ch. 14
	Wed 11/11	SB Finance: Using Equity, Debt & Gifts	Learn where you can get money once your up and running	Katz Ch. 15
11	Mon 11/16	Assets: Inventory & Operations Mgmt.	Examine controlling operations in the SB	Katz Ch. 16
	Wed 11/18	Video – Small Business School	Learn from real world small business owners – learn about the SBS as a resource	Video ** Friday is last day to submit projects
12	Mon 11/23	SB Protection: Risk Mgmt. & Insurance	Examine the role of risk management in SB	Katz Ch. 17
	Wed 11/25	Happy Thanksgiving – No Class		
13	Mon 11/30	Legal Issues: Recognizing Your Needs	Learn when you need a lawyer	Katz Ch. 18
	Wed 12/2	Dave Branfman, Intellectual Property Attorney	Learn about Intellectual Property and how to protect it	Guest Speaker **
14	Mon 12/7	Human Resource Management	Learn how HR Mgmt. is different in the SB	Katz Ch. 19 Submit Portfolio
	Wed 12/9	Achieving Success in SB	Wrapping up – examine how to define and the achieve success as a SB owner	Katz Ch. 20

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0	Mon 12/14	Course Evaluation Discussion Complete Student Evaluation Forms	Discuss your evaluation of the course and how it can be improved Fill out course evaluations	Portfolio Returned to You **

** Everyone present earns Call-on-Me List fees for these days.