



## **MGT 308.02W**

### **Business Communications**

**Spring 2016**

College of Business, Department of Management

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**Office:** BA 335A      **Office Hrs:** TR 1:45pm-3pm & by appointment as needed

#### **\*IMPORTANT CONTACT INFORMATION\***

E-mail is the best method of contact for me. I check e-mail regularly. Each time you send an e-mail the subject line should read MGT 308.03W to ensure that I receive the message. If you follow these directions exactly I will respond to emails within a 48 hour time period. If you do not follow these instructions exactly, I cannot assure you that I will respond as quickly because your e-mail will be lost in a sea of other e-mail messages. If, for any reason, you don't receive a response from me within 48 hours, please send another message. I can assure you that I will not intentionally ignore a message from you.

#### **Textbook:**

“Small Business Management: Launching and Growing Entrepreneurial Ventures, (17th Edition)”, Justin Longenecker, J. William Petty, Leslie E. Palich, and Francis Hoy, Cengage Learning, Stamford, CT, 2014

ISBN-13: 978-133-94775-2

**Course Description:** This course introduces students to the challenges of owning, operating, and marketing a successful small business and the need for entrepreneurial focus in large firms. Prerequisites: Junior Standing, MGT 305, MKT 306

#### **Course Objectives:**

The student will gain an understanding of:

1. the practical challenges of starting/acquiring, operating, financing, and marketing a successful small business including the elements of a business plan. Emphasis is given to understanding, creating and presenting a business plan. The student will be exposed to all elements of a business including company structures, market analysis and plans, management, operations, and financial planning/reporting.
2. creating and presenting a business plan including the skills required in practical business writing, analysis, and presentation before critical reviewers.
3. the skills required for working as teams to develop a business plan which represents a realistic business situation that could be implemented if a student, student team, or other entrepreneur chose to do so. This includes basic team disciplines for managing and completing projects over extended time periods.

**Online Course:** This course is ONLINE, which means that assignment details, schedule changes, and other important announcements will be posted online, so it is VITAL that you check your eCollege course several times during the week. Contact me and/or technical support if you are not able to log onto eCollege the first week of classes. Students are required to complete designated assignments online. Unless otherwise indicated, assignments should be submitted in the DropBox in eCollege.

Please make sure that your email address is kept current in both eCollege and myLeo. When I need to contact you, I will use your myLeo email address (the email address provided on myLeo). If you do not know how to access your myLeo account, are having issues with your myLeo account, please get them resolved as soon as possible.

## Course Requirements:

1. At the course home page, acknowledge that you have read and understand the syllabus and course schedule on “Virtual Office”. A current copy of the syllabus and course schedule has been uploaded to the course home page. These along with other course materials, chapter power points, and charts that we use will also be uploaded to this site at “Doc Sharing”. Any questions or observations from members of the class can be made in “Virtual Office”, but I prefer communication sent directly to me via email. If I overlook something you’ve posted in the Virtual Office, please e-mail me (with MGT 308 in the subject line).

Note: Announcements and schedule changes will be posted on the course on “eCollege”.

2. **Business Plan Project.** (40% of total Grade) Student teams will develop a business plan for the creation, acquisition or expansion of a business along with a Power Point presentation of that plan. The particular business idea to be developed must be approved by the instructor. Throughout the course of the semester, each team will work through the process of writing the different sections of a business plan and integrating them into one document. At the end of the semester the teams will create a power point presentation of the high points of your plan. The business plan must represent a realistic business situation that could be implemented if a student, student team, or other entrepreneur chose to do so.

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing business.
3. A plan for the expansion or change of an existing business.

One-half of the business plan grade (50%) will be based on a completed written plan as produced by the team; one-fourth (25%) will be based upon your group's power point presentation, and one-fourth (25%) will be based on your own team members' evaluation of YOUR efforts on the project.

Note: A student may earn 3 extra points on the individual semester average by participating in the Small Business and Entrepreneurship Conference (SBECON) held annually at TAMU-Commerce. The 2016 SBECON will be held in the Sam Rayburn Student Center on April 5, 2016. Students may participate by exhibiting/presenting at SBECON or by assisting in planning and setup for SBECON. More details will be provided after the beginning of the semester.

The rubrics for evaluating the Business Plan Document and the Team Presentation are presented in Appendix A of the syllabus.

A brief note on the contents of a business plan and the requirements for business plan draft contents are included in Appendix B of the syllabus.

3. **Minor Examinations:** (20% of Total Grade) These are the chapter exams. Format is fill-in-the-blank and multiple choice questions. There will be a timed minor exam following each chapter reading assignment. The Minor Exam (ME) grade will be the average of the student's minor exam grades.

4. **Mid-term Examination:** (15% of Total Grade) Multiple choice and essay in format.

5. **Final Examination:** (15% of Total Grade) Multiple choice and essay in format.

6. **Case Study Report:** (10% of Total Grade) There will be 1-3 case studies assigned during the semester. The case study will provide a general background and description of a particular business situation along with a list of questions. Each student will be required to submit a written report describing analyses and conclusions reached in addressing the case study questions. In most case studies there is no “right” or “wrong” answer. The important thing is to be able to identify the key issues, form reasoned conclusions as to those issues, and be able to express those conclusions clearly. The process for accomplishing a case analysis and our requirements for student submittals are discussed in the document “Case Study Analysis” located in Doc Sharing. Please read and observe the directions in the document.

<b>Course Grade Summary:</b>	Business Plan Project	40%
	Minor Exams	20%
	Mid-Term Exam	15%
	Final Exam	15%
	Case Study Analysis	10%

**Student Teams:** Student teams will be formed in the first 2 weeks of class. There will be 3-5 members per team. Students may form their own teams, within constraints, but these may be altered as needed by the instructor. The primary constraint is that each team should include representation from more than one major when possible. Virtual meeting rooms will be provided for each team on eCollege to assist making team meetings more convenient. As soon as a team is formed, please submit the member names to the instructor via email. If significant “personnel” problems occur within a team, the instructor will act as mediator. This will only occur after the team has made every effort to resolve the issues within the team. In the event team problems cannot be worked out, changes may be made. This situation could have dire results for the team’s performance in the course. Individual contribution to team performance will be evaluated as part of the overall grade in the course.

**Late Submittal Policy:** Students may submit an assignment late for ½ credit up to one week after the stated due date for the assignment. Beyond one week, assignments will not be accepted unless prior approval has been obtained from the instructor.

**Students with Disabilities:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library, Room 132**  
**Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

**Academic Honesty:** Plagiarism and other forms of academic dishonesty will not be tolerated. Instructors “are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on quizzes and exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.” See 13.99.99.R0.10 Academic Honesty at [http://www.tamuc.edu/administration/Rules%26Procedures/rules\\_procedures.asp?RID=97](http://www.tamuc.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97)

Some seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: <http://www.indiana.edu/~wts/wts/plagiarism.html/>. To avoid plagiarism and individual must give credit wherever he or she uses:

- another individual’s idea, opinion, or theory
- facts, statistics, graphs, and drawings that are not common knowledge
- quotations of another individual’s spoken or written words
- paraphrase another individual’s spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know. Anyone caught plagiarizing will receive an “F” for the course and could be referred to the Dean of the College of Business and Technology and/or the Dean of Students.

**First time eCollege users:** eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege orientation. You can access the online eCollege Orientation by clicking on the following link: <http://online.tamuc.org/> The home page will give you directions on how to proceed from there. Your login is your Campus-wide ID # and your password is the same as you use for Webtrax, which is now your MyLeo password.

**Technical Support:** If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

*“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct)*

## APPENDIX A

### **RUBRICS FOR EVALUATING THE BUSINESS PLAN REPORT AND TEAM PRESENTATIONS**

Note: More readable copies of these rubrics have been uploaded to Doc Sharing on eCollege.

### Mgt 308 Business Plan Report - Grading Rubric

Semester:

Section:

Mgt 308-01E

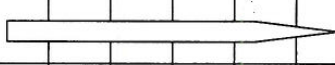
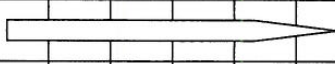

Teacher:

Dr. Bob Collins

Points Available      20

CATEGORY	Points	Pt Distribution				
		0-59	60-69	70-79	80-89	90-100
A. Description of Business including principals and structure		Poor desc of biz; more than one missing elements	Acceptable desc of biz; more than one missing elements	Clear desc of biz; more than one missing elements	Clear desc of biz; missing element	Clear desc of biz; history; objs; to date; structure; cust served; industry
10%	2					
B. Description of Product and/or Service		Poor or incomplete desc, elements missing, no assumptions.	Acceptable desc, elements missing, no assumptions	Less than clear desc, elements missing, poor or no assumptions	Clear desc. of prod/service plan; elements missing and/or poor assumptions	Clear desc. Of prod/service plan; competitive adv., prod. Dev; IP
10%	2					
C. Market Description and Analysis		Poorly presented, incomplete or no analysis, poor or no assumptions	Incomplete or no analysis, missing elements, poor or no assumptions	Incomplete analysis, missing elements, inaccurate assumptions	Good market analy; inaccurate assumptions	Thorough, cmplt mkt analy; proj capture and sales, selling approach, pricing, comp analy
20%	4					
D. Operations and Management		Incomplete or no content, presented as an afterthought	Incomplete or no content, poorly presented,	Incomplete content, inaccurate desc, not clearly presented	Clear desc of some ops, incomplete content	Clear desc. of ops, location, facilities, QA, Inventory & matls mgt, team, org structure,
15%	3					
E. Financial Plan		Poor or no assumptions; missing pro formas or budget; inaccurate	Poor assumptions; missing a pro forma or budget; inaccurate	Assumptions incomplete; missing a pro forma or cash budget; suspect accuracy	Reasonable assumptions; missing a pro forma; cash budget for 1 yr; accurate	Reasonable assumptions; all pro formas for 3 years; cash budget for year one; accurate
15%	3					
F. Executive Summary		Poor organization; unclear; 1 page or less; elements missing	Not well organized; 1 page or less; elements missing	Not well organized; 1-3 pages; elements of biz plan missing	Professional, reasonably clear, 1-3 pages; elements of biz plan missing	Professional, clear and concise; 1-3 pages; Covers biz plan
20%	4					
G. Overall Content and Quality of Writing		Poor writing; typos/misspellings, bad grammar; inaccuracies; No Title Page, TOC	Sloppy Grammar; Inaccuracies or Deficiencies; No Title Page, TOC	Grammar issues; Content Deficiencies; Title Page and/or TOC Issues	Moderately Prof., some typos-mispells; Title Page and TOC; content OK	Professional, clear and concise; Title Page and TOC
10%	2					
<b>Total Points</b>	<b>20</b>					

## Mgt 308 BUSINESS PLAN PRESENTATION EVALUATION SHEET

<b>Business:</b>		<b>Team No:</b>		<b>Evaluator Name:</b>					
<b>Team Names</b>									
<b>Categories</b>	<b>Max Pts</b>							<b>Team Score</b>	<b>Comments</b>
<b>Business Plan</b>									
Mission Statement	5								
Company Overview	10								
Product/Service Description	15								
Marketing Plan	15								
Management Plan	10								
Operations Plan	10								
Financial Plan	15								
	80								
<b>Presentation</b>									
Prof. Attire	5								
Effectiveness	5								
Style, Visual Aids, Handouts,...	5								
Speaker Balance	5								
	100								 <b>Total Score (Max=100)</b>

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

**Presentation Rating Levels:**

<b>Maximum Pts:</b>	<b>15</b>	<b>10</b>	<b>5</b>
<b>E: Excellent</b>	13-15	10	5
<b>G: Good</b>	10-12	8-9	4
<b>F: Fair</b>	7-9	5-7	3
<b>P: Poor</b>	1-6	1-4	1-2

4/29/2010

### Mgt 308 Case Study Assignment - Grading Rubric

Semester:

Section:

Mgt 308

Teacher:

Dr. Bob Collins

Available Points: 10

CATEGORY	Points	Pt Distribution %'s				
		0-59	60-69	70-79	80-89	90-100
A. Case summary including the business name(s), principals and other key facts.		Poor desc; more than one missing element	Acceptable desc ; more than one missing element	Clear desc ; more than one missing element	Clear desc ; missing element	Clear desc of the case situation
10%	1					
B. Statement of the question(s)		Poor or incomplete statement	Acceptable statement; elements missing	Less than clear statement; elements missing	Clear statement; elements missing	Clear statement of the question(s)
10%	1					
C. Identification of the data and information required to assess the questions		Poorly presented, incomplete	Incomplete , missing elements	Incomplete limited missing elements	Good identification and presentation	Thorough, complete identification and presentation
20%	2					
D. Analysis and statement of the response to the question(s)		Incomplete; presented as an afterthought	Incomplete, missing content, poorly presented,	Incomplete content, inaccurate not clearly presented	Mostly Clear response, incomplete content	Clear and complete response
20%	2					
E. Quality and thoroughness of the analysis		Limited, inaccurate	Poor assumptions; partially presented; inaccurate	Assumptions incomplete or not stated; some accuracy questions	Reasonable assumptions; well organized; accurate	Reasonable assumptions; well organized and presented
20%	2					
Overall Content and Quality of Writing		Poor writing; typos/misspells; inaccuracies; Poor organization	Sloppy Grammar; Inaccuracies or Deficiencies; Poor organization	Grammar issues; Content and organization Deficiencies	Moderately Prof., some rough spots; content OK	Professional, clear and concise; Well organized
20%	2					
<b>Total Points</b>	<b>10</b>					



APPENDIX B

**BUSINESS PLAN AND ROUGH DRAFT CONTENTS**

## **Contents of a Business Plan** (See Chapter 6 of Text)

For purposes of this project, there are 3 “types” of plans:

1. A plan for the creation of a new business or acquiring a franchise.
2. A plan for the (full or partial) acquisition of an existing business.
3. A plan for the expansion or change of an existing business.

**Required:** Title or Cover Page  
Table of Contents  
Executive Summary  
Mission Statement  
Company Overview  
Product(s) Description; Services Plan  
Market Analysis and Plan (Chap 7, 16,17)  
Management Plan (Chap 8, 19-22)  
Operating Plan (Chap 9, 13, 20)  
Financial Plan (Chap 10,11, 22, 23)  
Appendices (As Required)

**As Needed:** Company History  
Legal Structure and Form of Acquisition  
Involvement of Other Investors  
Exit Strategy for Investors (Chap 12)

### **Potential for Public Offering**

Other information important to analyzing the Plan

## Rough Drafts

As noted in the class schedule, each team is required to submit two “rough drafts”. Each draft is to cover only certain portions of the business plan as shown below. The purpose of the rough drafts is to provide some measure of progress being made and to ensure that each team is on course for successful completion. The drafts may be thought of as a status report. If additional information is needed to complete a draft of a section, merely describe the actions that are being taken to gather the information and/or finalize any decisions. **Note: Drafts will receive a grade. In addition, failure to turn in a draft will result in 5 points being taken off the grade given to the final written report (Along with a zero in this component of the classroom participation grade).**

### Minimum Contents of Drafts:

- Draft A:** Company Overview  
Product Description / Services Plan  
Market description, Plan for any further analysis  
Forecast of capital type and amounts required
- Draft B:** Marketing plan, Update on Market analysis  
Summary of key financial assumptions  
Status of Financial Projections  
Preliminary list of appendices