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BADM 445.01: Small Business Management and Strategic Planning

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SPRING 2004
SMALL BUSINESS MANAGEMENT & STRATEGIC PLANNING
BADM 445

Meetings: First Two Weeks in Assigned Classroom & Time
8:10 – 9:30 A.M., GBB 222
Thereafter Weekly Team Meetings, Room 329 GBB, as scheduled

SYLLABUS

<u>Week</u>	<u>Week Of</u>	<u>Description</u>
1	1/25/04	Introduction
2	2/01	
3	2/08	Begin Team Meetings
4	2/15	
5	2/22	
6	2/29	
7	3/07	Hand in 7 th Week Reports
8	3/14	
9	3/21	Hand in Complete Outline by 3/26/04 @ 3 pm*
10	3/28	Spring Break
11	4/04	
12	4/11	Completed Draft Due 4/15/04 @ 3 pm*
13	4/18	
14	4/25	
15	5/02	
16	5/9	FINALS

*To Larae Hackney, Room 327

NOTES:

- 1- Following two weeks of formal class meetings, the teams will have been assigned and matched with clients. Thereafter, meetings will be held weekly with the Instructor.
- 2- The 7th week report is a 1-1 ½ page, double-spaced (12 font) report by each student covering the project, how you expect to proceed and how the text relates to the project. It is graded in four categories: Grammar, Spelling and Syntax; Organization and Completeness; Textual Reference and Integration; and Professionalism (overall tone and approach). This report and the degree to which you practice professionalism are individual efforts; however, the majority of the project is a *team* effort.
- 3- The text (Larson's *The Montana Entrepreneurs's Guide* - any edition) is to be read/reviewed by each student independently to understand content and organization for future reference in the course. Initial reading should take approximately two hours of your time.
- 4- E-mail the instructor with your e-mail address and phone number or other contact information.
- 5- Heavy emphasis is placed on the concept and practice of *professionalism* in this course. The course is conducted with a real business project and, after the first two weeks, in an atmosphere approximating that in which you will be expected to perform after graduation. You will be judged according to how you meet your responsibilities and commitments under these conditions.
- 6- The first two weeks of the course cover vital material on which your performance depends. Notes are suggested and if you miss any of the four sessions you should obtain them from someone who was present.

GRADING

Grades are a composite of

- 15% 7th Week Report
- 15% First Draft
- 35% Client Report
- 35% Professionalism

Peer evaluations are *optional* and treated as confidential. Individuals may submit them at any time in the semester.

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SUBMISSION RULES:

The Final Report to the Client represents the University, SOBA, the Team and the Instructor. Unlike a term paper, each must be of Professional Quality before it is considered finished and sent to the Client.

- ALL submissions will be judged on grammar, spelling, etc., as well as content.
- Outline should be complete, with notes to indicate current thinking on content.
- Completed Draft will be a fully developed report with explanation of status for any missing or incomplete sections. Do not submit sections individually. Must be grammatically correct.
- Final Report. Any reports not complete by the week of 5/2 are considered late and subject to an Incomplete for the semester.
- From Draft to Final Submission is an iterative process between the Instructor and the Team.
- Final Draft must have been reviewed with the Client.
- All submissions (except the 7th Week Report) should read as one style throughout, not as individually prepared sections assembled for submission.
- Following the first draft submission meetings and redrafts will be on a schedule established between the team and instructor – until a professional, smooth manuscript is ready for duplication and submission to the client.
- A disk will be submitted with the final manuscript.