

Contemporary Entrepreneurship and Management Practices for Educators  
EBUS 5070/7070 Spring Semester 2008

**Instructor:**

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All electronic communication with the course instructor should be to the above e-mail address. Work not submitted to this address will not be accepted. All communication from the instructor will be to the students' uga.edu accounts. It is the responsibility of the student to check this e-mail account on regular basis for class information.

**Office Hours:** Tuesdays - after class; by appointment

**Class:**

Tuesday, 5:00 p.m. to 7:45 p.m.

**Textbook:**

Griffin, R. W. (2007). *Student Achievement Series: Principles of Management*. Houghton Mifflin Company: Boston, MA.

You'll find the book in the bookstore and/or online at the publisher. You can download the book at a better price!

**On-line Student Center:**

<http://college.hmco.com/CollegeCatalog/CatalogController?cmd=Portal&subcmd=display&ProductID=12843>

No user name or password is required for this site.

**Course Description:**

An overview of entrepreneurial and management theory and practice for educators.

**Learning Outcomes:** Upon completing this course, the student will be able to:

- Develop skills needed to teach entrepreneurship and management concepts, including product and service development, decision making, finance, and marketing.
- Develop the skills needed for the challenging entrepreneurial and manager roles required for work in the modern, information-oriented, technology-based office setting, including managing a diverse workforce.

**Attendance, Late Assignments & Academic Honesty:**

Class attendance and participation, as well as group participation are keys to success. You are expected actively and professionally participate in the class whether face-to-face or virtual. Additionally documents should be professionally formatted and work should demonstrate a high work ethic.

If you're unable to complete work when it is due, it is your responsibility to notify the professor on a timely basis (which is NOT 24 hours before the assignment is due) **prior to**

**the due date so that a decision about the status of your work may be determined.** Failure to notify the professor prior to the due date will result in a zero on the assignment.

Finally, the University's Code of Conduct should be followed at all times. Any instances of plagiarism or cheating will be dealt with according to the allowable penalties.

**Assignments:**

**Knowledge Development:** Students will complete a minimum of three and no more than five tests on the topics reviewed throughout this course. Tests will be announced at least one week prior to testing. Testing forms will vary.

**Small Business Plan Project:** Working in a small group, students will produce a small business plan. A detailed outline of the plan will be given to students/groups as a guide later in the semester, following core knowledge presentations. Groups will be given time in class for group work. Business Plan sections will be turned in for review throughout the semester, facilitating plan development. To monitor progress throughout the semester, groups will be required to turn in a draft of defined sections as we go.

**Small Business Management Review:** This assignment will consist of two papers, each a reflection of the management styles, functions, and processes used by your group as it completed the Small Business Plan project. Collectively, the group will submit a 3 to 4 page reflection of the management styles, etc. used by the group to complete the project. Individually, each student will write a 2 page reflection of the management styles, etc. used in the group. This latter assignment will give students an opportunity to grade each other and to address group problems from a constructive – management – perspective.

**Assessment Summary**

|   |            |
|---|------------|
| Knowledge Development                             | 40%        |
| Small Business Plan Project                       | 40%        |
| Small Business Plan Project Group Reflection      | 10%        |
| Small Business Plan Project Individual Reflection | <u>10%</u> |
| Total   | 100%       |

**Tentative Course Calendar -EBUS 5070/7070 Spring 2008**

| <b>Date:</b> | <b>Topic:</b>   | <b>Reading:</b>          | <b>Due:</b>  |
|--------------|---|--------------------------|--|
| Jan 8        | Introduction and Overview   |                          |  |
| Jan 15       | Understanding the Manager's Job   | Chapter 1                |  |
| Jan 22       | The Environments of Organizations and Managers                          | Chapter 2                | <b>Draft – Business Proposal - 1 page summary . . . electronic submission by 7:45 p.m.</b>       |
| Jan 29       | <b>Project Work Day</b>   |                          |  |
| Feb 5        | Planning and Strategic Management                                       | Chapter 3                |  |
| Feb 12       | Managing Decision Making  | Chapter 4                |  |
| Feb 1        | Entrepreneurship and New Venture Mgmt                                   | Chapter 5                | <b>Chapters 1-4 Test</b>   |
| Feb 19       | <b>Project Work Day</b>   |                          | <b>Draft – Description of the Business . . . electronic submission by 7:45 p.m.</b>              |
| Feb 26       | Organization Structure and Design<br>Organization Change and Innovation | Chapter 6<br>Chapter 7   |  |
| Mar 4        | Managing Human Resources  | Chapter 8                |  |
| Mar 11       | <b>Spring Break</b>   |                          |  |
| Mar 18       | Managing Individual Behavior  | Chapter 9                | <b>Draft – Market and Competition . . . electronic submission by 7:45 p.m.</b>                   |
| Mar 25       | Motivating Employee Performance<br>Leadership and Influence Process     | Chapter 10<br>Chapter 11 | <b>Chapters 5-9 Test</b>   |
| Apr 1        | Financing and Financials Control of Your Enterprise                     | TBD                      | <b>Draft – Management Structure and Human Resources . . . electronic submission by 7:45 p.m.</b> |
| Apr 8        | <b>Project Work Day</b>   |                          |  |
| Apr 9        | Submission Date   |                          | <b>Draft – Financial Data. . . electronic submission by 7:45 p.m.</b>                            |
| Apr 15       | Managing Groups and Teams<br>Managing Control Processes                 | Chapter 13<br>Chapter 14 |  |
| Apr 22       | Managing Operations, Quality, and Productivity                          | Chapter 15               | <b>Chapters 10 – 14 Test</b>   |
| Apr 29       | Last Class  |                          | Presentations and Final Project Due  |
| TBA          | Final Exam  |                          |  |