



UNIVERSITY *of* MARYLAND
EASTERN SHORE

SCHOOL *of* BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

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COURSE OUTLINE – SYLLABUS

1. GENERAL INFORMATION

- 1.1 Course: HMGT 305 – Entrepreneurship & Small Business –
3 Credit Hrs.
- 1.2 Meeting Time: Tu &Th: 9:30 a.m. – 10:45 a.m.
- 1.3 Instructor: Karl V. Binns, Ph.D.
- 1.4 Text: (Required) Essentials of Entrepreneurship and Small
Business Management, 7th Edition, Scarborough,
Zimmerer & Wilson, Upper Saddle River, NJ:
Pearson Prentice Hall Publishing Co., 2008. –
ISBN # 13: 978-0-13-266679-4
- 1.5 Office Hours: MW 11:00a.m. – 3:00p.m. ; Tue. Th. 1:00p.m.-4:30 p.m.
- 1.6 **HTM Department Mission and Philosophy:** The mission of the HTM department is to prepare entry level Hospitality Management Professionals with **essential skills** for long term hospitality career success and industry leadership. The department also fosters research and service of direct application and benefit to the state of Maryland and the global hospitality industry.
- 1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services before any accommodations can be granted. At the time

of registering for disability services, please bring documentation to support your claimed disability. The documentation must be within three years and provided by a licensed professional with expertise in the special disability area. If you have questions about disability services or accommodations, please contact Dr. Dorling Joseph at (410) 621-3446. The Student Disability Services office is located in the Student Services Center (SSC), Suite 2169.

2. COURSE DESCRIPTION

This course focuses on the development and assessment of the viability of small and micro business ventures. Emphasis is on the business planning process, the management of small enterprises, feasibility studies, and formulation of business plans, risk management and entrepreneurial characteristics. Sources of public and private start-up incubator funding will be explored, along with franchising opportunities. Major applications and case study material will be drawn from lodging, foodservice, and PGA model golf shop operations. (UMES Undergraduate Catalog- 2015-16)

3. COURSE OBJECTIVES:

- 3.1 **General:** An interdisciplinary course is designed to introduce students to the concept of sustainable entrepreneurship, a manageable process that can be applied across careers and work settings.

3.2 Program Learning Outcome (PLO) based (#s 2,4):

3.2.1. (PLO) - #2: Marketing Mindedness - Production of graduates enabled to foster highest levels of hospitality industry customer/guest satisfying experiences via creation and management of marketing plans and integrated supporting documents.

3.2.2. (PLO) - #4 Technological Fluency - Production of graduates able to select, initiate and manage technology based product and process based applications necessary for cost effective customer/guest satisfaction management in hospitality establishments.

3.3 **Course Learning Outcomes (CLOs)** Upon completion of this course, individuals will be able to:

3.3.1 Outline a well-grounded understanding of essential entrepreneurial business Principles. 4*

3.3.2 Relate the important business issues as they relate to new ventures - 4*

3.3.3 Analyze the various processes and steps of managing and growing an Entrepreneurial venture. - 4*

- 3.3.4 Judge opportunities in your community by looking at the needs and problems in your community - 6*
- 3.3.5 Outline a business plan and participate in an Entrepreneurship showcase Competition. – 4*
- 3.3.6 Create a team presentation describing the various functional components of a small business.- 5*
- 3.3.7 Compare -small business leaders in food, lodging, travel/tourism and entertainment sectors of the Hospitality Industry. – 4*

3.4 **Critical Analysis and Reasoning (CAR) Level – 3.3**

4. **CONDUCT OF COURSE:**

4.1 **Prerequisites:** None

4.2 **Attendance:** (Reference UMES and HTM Det. Policy)

4.2.1 In the event of inclement weather or other emergency conditions, you should tune into [WESM-FM \(91.3\)](#), for University closures or delays. Others announcements will be made via other local radio and television stations.

4.2.2 All students are expected to attend all classes. Excessive unexcused absences for any class that meets three hours per week more than three hours during the semester or term or be absent from a class that meets on hour per week more than once during the semester or term.

4.2.3 Tardy Policy - The six minute rule In order to provide an acceptable environment for teaching and learning, students and teachers acknowledge the responsibility of being prepared when you enter the classroom. Individuals who enter the classroom after 6 minutes disrupt the daily lesson and will be penalized 10 Binns Bucks for each infraction. A **tardy** is defined as arriving six (6) minutes late as per the instructor 'swatch.

4.2.4 Tardiness to class is not only detrimental to the learning process but quite disruptive and unfair to those who make it to class on time regularly. Recurring tardiness shows a lack of respect for the classroom, the instructor, and one's fellow students and will not be tolerated.

4.2.5 Under **NO** circumstances will work commitments, HTM departmental functions, student conferences, and computer or printer failure be an accepted excuse for late submissions. You are advised to back up your work regularly, and near assignment submission dates, you should back up daily. **All assignments homework, projects, are due on the date assigned in Black Board or if in-**

class at the beginning of class.

4.2.6 Black Board submissions Policy: All Black Board are due on or before the closing dates. Please make sure you read the syllabus carefully and enter the assignment dates in your planning tool. **Late assignments will only be accepted under extenuating circumstances defined as:**

- 1. A documented system problem from the Office of Instructional Technology**
- 2. University power outage**
- 3. Act of God**

4.2.7 Late Assignment Policy, My policy is to **NOT ACCEPT Email or late assignments.**(Late defined - Any out of class assignments, homework, projects, etc. not turned in at the beginning of class or when requested by the instructor) It is the student's responsibility to turn in the assignments **BEFORE** the class starts if you will be absent. The reasons for this policy, which I adopt in all of my classes, are quite simple: ""

1. Accepting late assignments is unfair to students who turn their assignments in on time.
2. Simply assigning a penalty (or set of penalties) for late work does not Change the fact, in my experience.

In class after class, students who turn in even one assignment late tend to fall behind in the course (even those with the best of intentions)

4.3 **Activities**

4.3.1 Case Assignments: You will answer basic “case analysis” questions from cases assigned in the text. The goal is to enable you to apply the information that we have discussed to these real-world situations to apply the concepts and principles presented in the course.

4.3.2 Entrepreneur Interview: You will interview an entrepreneur and follow a general “interview outline” provided in class. This will be a casual and brief interview that may last about 20 minutes. If you need assistance, the instructors will make recommendations to connect you with an entrepreneur that may be a good fit for your interview. Your Team’s objective is the “BRING THE BUSINESS TO LIFE”

5. **FINAL GRADE DETERMINATION:**

In general, students are responsible for all assignments, including guest lecturers, team projects textbook reading and handouts. Lectures may cover different, but related material. Successful performance requires achievement of all Performance Based Objectives (3.3) and CAR competencies (3.3.3) at the 70% (639 – 560 points) or Acceptable level of performance.

Critical analysis and Reasoning (CAR) Assignment. Activity – Students are placed in teams and are required to perform critical analysis and team building activities. In addition to the textbook and in-class activities, student’s teams visit and evaluate an entrepreneur’s small business assessing market characteristics with respect to a standardized checklist and lecture notes. Performance Level: 70% = Acceptable; 80% = Proficient; 90%+ = Exemplary.

5.2 GRADING SCALE

800 – 720 =A
 719 – 640 =B
 639 – 560 = C
 559 - 480 = D
 479 - 0 = F

COURSE REQUIREMENTS

Requirements	Points
Exam – I	100
Exam – II	100
Exam - III	100
Exam - VI	125
In & Out of Class Assignments	120
Entrepreneur Interview	100
BB Quizzes	105
Cereal Project	50
Total Points	800

6. REFERENCES:

Researching Entrepreneurship [electronic resource] / by Per Davidson. Davidson, Per., 2005

The 7 Habits of Highly Effective People, first published in 1989, is a business and self-help book written by Stephen R. Covey. The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It Kindle Edition by Michael E. Gerber (Author)

7. **SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS**

DATE	TOPIC/ ASSIGNMENT/LECTURE	ASSIGNMENT:
WEEK 1	Course Overview & Introduction	
WEEK 2	The Foundations of Entrepreneurship – Pages – 1 – 31	
	Labor Day Holiday – University Closed	
WEEK 3	The Foundations of Entrepreneurship – Pages – 1 – 31	
	The Foundations of Entrepreneurship	– Pages – 1 – 31 BB Quiz - # 1 Chap1 - & Intro Notes Closes – 11:59 pm
WEEK 4	Inside the Entrepreneurial Mind: From Ideas to Reality Pages – 39 - 79	
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	Inside the Entrepreneurial Mind: From Ideas to Reality Pages – 39 - 79	
WEEK 5	Designing a Competitive Business Model and Building a Solid Strategic Plan –	Pages – 86 - 119 BB Quiz - # 2 – Chap - 2 Closes – 11:59 pm
WEEK 6	Designing a Competitive Business Model and Building a Solid Strategic Plan – Pages – 86 - 119	
		Exam – 1 – Intro Notes, Chaps 1 & 2
	Designing a Competitive Business Model and Building a Solid Strategic Plan – Pages – 86 - 119	
WEEK 7	Designing a Competitive Business Model and Building a Solid Strategic Plan	– Pages – 86 – 119 BB Quiz - # 3 Chap - 3 Closes – 11:59 pm
WEEK 8	Conducting a Feasibility Analysis and Crafting a Winning Business Plan – Pages – 126 – 156	
	Conducting a Feasibility Analysis and Crafting a Winning Business Plan	BB Quiz - # 4 Chap - 4 Closes – 11:59 pm

WEEK 9	Conducting a Feasibility Analysis and Crafting a Winning Business Plan	
WEEK 10	Franchising and the Entrepreneur – Pages – 194 - 223	Exam – 2 - Chapters 3 & 4
		Cereal Project Due
WEEK 11	Franchising and the Entrepreneur – Pages – 194 - 223	
	Franchising and the Entrepreneur – Pages – 194 - 223	
WEEK 12	Building a Powerful Marketing Plan	BB Quiz - # 5 Chap - 6 Closes – 11:59 pm
		Entrepreneur Team Interview
WEEK 13	Building a Powerful Marketing Plan	BB Quiz - # 6 Chap - 8 Closes – 11:59 pm
	Building a Powerful Marketing Plan	
		Exam – 3 - Chapters 6 & 8
	Thanksgiving Recess – University Closed	
	Pricing Strategies	
WEEK 14	Pricing Strategies	BB Quiz - # 7 Chap - 10 Closes – 11:59 pm
	Pricing Strategies	
	Pricing Strategies	
WEEK 15		Exam – 4 – Chapter 10