

Macao Polytechnic Institute

School of Business

Bachelor of Management

Module Outline

Academic Year 2020 / 2021 Semester 2

Learning Module	Small Business Management		Class Code	MGMT2130-221/222	
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours	45 hrs
Instructor	Amy Yu		E-mail	amyyu@ipm.edu.mo	
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Description

This course provides students with an understanding of the major problems they will face and the pitfalls they must avoid if success is to be assured in the management/ownership of a small business. Students will be introduced to entrepreneurial concepts of small business management, including entrepreneurial opportunities and qualities, developing new business venture and managing small business.

Learning Outcomes* (CILOs)

Upon completion of this course, students will be able to:

1. Develop an understanding of the basic philosophy and theories used in the study and practice of entrepreneurship and small business management.
2. Analyse the variety of entrepreneurial opportunities
3. Develop the concepts for a business plan for a new business venture
4. Demonstrate knowledge in managing small business operations
5. Define risk and explain some ways of coping with it.

Alignment of Program and Course Intended Learning Outcomes

PILOs	CIL	CIL	CIL	CIL	CIL
	O1	O2	O3	O4	O5
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	✓	✓	✓	✓	✓
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.		✓	✓	✓	
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.			✓	✓	
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.			✓	✓	
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.					
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.		✓	✓	✓	✓
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.					

Content

Description	Duration
Chapter 1 The Entrepreneurial Life	4 hrs.
Chapter 3 Starting a Small Business	4 hrs.
Chapter 5 The Family Business	4 hrs.
Chapter 6 The Business Plan: Visualizing the Dream	4 hrs.
Midterm (Chapter 1,3,5,6)	3 hrs.
Chapter 9 The Location Plan	4 hrs.
Chapter 12 A Firm's Sources of Financing	4 hrs.
Chapter 14 Building Customer Relationship	4 hrs.
Chapter 21 Managing Small Business Operations	4 hrs.
Chapter 23 Managing Risk	4 hrs.
Review	3 hrs.
Final Examination	3 hrs.

Teaching Method

This course is delivered through a series of lectures which provide a detailed explanation and understanding of various fundamental entrepreneurial small business theories and core concepts. Class activities, exercises, case studies and class discussions integrating with multimedia resources such as videos and websites are utilized to support students' learning. A group project enables students to apply theoretical concepts and practices in small business management.

TLA1: Fundamental business theories and concepts are delivered primarily by lectures with the aid of multimedia instructional materials.

TLA2: Short written quizzes will be given at the end of selected chapters. Discussions are part of the class activities during which teamwork will be encouraged. Current business events will be discussed during class to help students to understand and relate learned business concepts and theories in class to global marketplace in real world.

TLA3: Students must preview chapter material before each class, as they will be asked to work on in class exercise or short quizzes in respond to conceptual questions inherent in the text books.

TLA4: Students will be asked to complete a group report thus allowing a learning opportunity to work as a team and be effective communicator.

In order to achieve the outcomes of this course, students are expected to perform the following learning tasks:

- Read chapter material before attending class enhance understanding of the lectures materials.
- Review taught materials after class to enhance understanding
- Attend school arranged seminars and meetings to expand the knowledge horizon
- Prepare and collect information to prepare group project
- Review and prepare for test and final exam
- Seek advice from instructor for difficulties encountered
- Form study group to share knowledge and enhance learning experiences.

		CILO No.				
TLAs	Brief Description	1	2	3	4	5
TLA1: Interactive lectures	Lectures: in-depth coverage of business concepts and theories and current events are presented with PowerPoint slides and other multimedia instructional materials. Q&A: time allowed to raise questions from both instructor and students	√	√	√	√	√
TLA2: In-class exercises, quizzes and midterm.	Students will complete short quizzes or in class exercises at the end of each completed chapter to reinforce what they learn in each lecture. Midterm examination will be given to students to assess their learning progress.			√	√	√
TLA3: Assignments	Students are required to complete a series of online exercises (objective questions and video case analysis) assigned in the digital learning platform “MINDTAP” Late submission will be accepted with penalty.	√		√	√	√
TLA4: Group Project	Students are required to form a small group to complete a group project. This provides students opportunities to integrate and apply their learning knowledge in the course. Team work and communication skills will be practised by each member. Students will also learn to collect and prepare information for the report as well as organize and coordinate their task to complete the entire project.		√	√	√	√

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who do not meet the attendance requirements for the course will not be permitted to sit the final and re-sit examination and shall be awarded an ‘F’ grade.

Assessment

Students’ understanding of course material and their performance is assessed on the basis of class assignments, a group project, a midterm examination, and a final examination. The assignments are to evaluate students’ understanding of the entrepreneurial small business theories and core concepts. The project is used to evaluate whether students can apply management conceptual theories in the real life context. The midterm and final examinations aim to evaluate the students’ comprehensive understanding of key management terminology.

	Activities used to assess students' achievement	Percentage
1.	In-class exercises	N/A
2.	Individual online assignment (graded)	15%
3.	Group project (graded)	15%
4.	Mid-term examination (graded)	30%
5.	Final examination (graded)	40%
	Total percentage:	100%

Teaching Material(s)

Textbook(s)

Longenecker, J.G., and Petty, J.W., Palich, L.E., Hoy, F. (2020) Small Business Management Launching & Growing Entrepreneurial Ventures, 19th Cengage Learning

Reference book(s)

1. Bygrave, W., and Zacharakis, A., (2010) Entrepreneurship, 2nd Edition, Wiley
2. Kaplan, J., and Warren, A., (2009) Patterns of Entrepreneurship Management, 3rd Edition, Wiley.
3. Katz, J., and Green, R., (2011) Entrepreneurial Small Business, 3rd edition McGraw Hill.
4. Hatten, T., (2012) Principles of Small Business Management, International Edition, 5th Edition, Cengage Learning.

Policy against academic misconduct behavior

Academic honesty is the basis for academic achievement. Cheating or dishonest acts in assignments, projects, mid-term or final examination are serious offenses: a maximum grade deduction of 100% will be exercised.

Warning: Plagiarism is a serious form of academic misconduct.

Plagiarism Policy

When a student submits an assignment, he has a duty to ensure that his assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.