

**THE COLLEGE OF NEW JERSEY  
SCHOOL OF BUSINESS  
SYLLABUS – MGT – 381  
ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT**

MGT 381 – CLASS HELD IN ROOM BB 226  
Entrepreneurship/Small Business Management  
SPRING 2011

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OFFICE HOURS: Monday, Wednesday, Friday 3:00 – 5:00 p.m. and by appointment

Prerequisites: MGT 201 and MKT 201 or permission of the instructor.

Required Text: Entrepreneurship, W. D. Bygrave & A. Zacharakis, 2011 (2nd ed), John Wiley & Sons. ISBN: 978-0-470-45037-6

Suggested Materials: Wall Street Journal, INC Magazine, Forbes Magazine, Entrepreneur Magazine, Fortune Magazine, any ENTREPRENEUR journal

**Course Description:**

MGT 381 will draw attention to the role of the entrepreneurs and their decision to create a new business venture. It will show that creating a new venture has a substantial impact on both the life and family of entrepreneurs. Therefore, the entrepreneur makes the necessary decisions that should be made only after careful consideration and planning. This course will further focus on the family-owned business, the company's growth in relation to the existing business and franchising.

The essentials for building a complete and effective Business Plan, and its relation to obtaining funding from the federal government, private and public sources will be discussed. Assigned readings, cases, guest lecturers are an integral part of the learning process and exposure to what is happening in the "REAL WORLD."

This course carefully examines life as an entrepreneur/small business manager. It is a rewarding course that enhances career choice for individuals in and out side of the field of Business Management. The course revolves around creating and maintaining a competitive advantage in starting and managing a small business. It further emphasizes the fact that operating a small business is challenging in today's rapidly evolving environment. As no other time has the importance of holding a competitive advantage been greater.

The School of Business at The College of New Jersey and other quality business programs use this course to develop the individual potential of students from all areas of academic pursuit.

### Learning Goals:

Students should be able to perform the following task upon completion of this course:

- 1) Identify the feasibility of creating a new venture in a variety of environments.
- 2) Build a complete and effective Business Plan.
- 3) Prepare and deliver oral presentations to the class to build entrepreneurial skills.
- 4) Identify sources of entrepreneurial and small business resources offered from the community, county, state and federal government.
- 5) Determine what are capital and human resources needed for an entrepreneurial and small business venture.

This course is designed to meet the expectations of the School of Business and the goals of the Management Program. It will expose students to activities, theories and practices in one of the fastest growing specialties in the field of business.

This course objective is to provide a thorough understanding of entrepreneurship and the small business sector. Small companies deliver the goods and services we use every day, provide jobs and training for millions of workers, and lead the way in creating the products and services that will make our lives easier and more enjoyable in the future. This course is further designed to excite students about the possibilities, the challenges, and the rewards of becoming an entrepreneur and to provide the tools they will need to be successful when they choose the path of entrepreneurship.

### GRADING SCALE:

A	4.00	96-100
A-	3.67	90-95
B+	3.33	86-89
B	3.00	83-85
B-	2.67	80-82
C+	2.33	76-79
C	2.00	73-75
C-	1.67	70-72
D+	1.33	66-69
D	1.00	63-65
D-	0.67	60-62
F	0.00	00-59

