

# EPS 227

## Management and Organizational Behavior for Entrepreneurs

### Course Information:

Fall 2019,  
9/3-12/17/2019  
Tuesday/Friday  
8-9:15AM  
Room:  
Davis 202

Instructor:  
Dr. Jennifer Fleury  
[Jennifer.fleury@nichols.edu](mailto:Jennifer.fleury@nichols.edu)

Office: Davis 2  
Office Hours:  
• Monday, Tuesday,  
Wednesday, and  
Friday from 9:30-  
10:15AM  
• Also available by  
appointment

### About the course:

MGMT 226/EPS 227 provides an introduction of management and organizational behavior. Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, leading and controlling organizational resources. Knowing how humans function in groups within an organization is critical to the managerial process. Upon completion of this course, students will have an increased understanding of the key principles, concepts and practices of management.

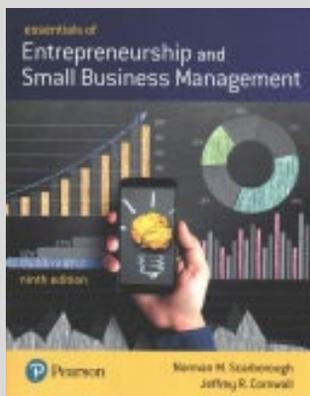
This course is considered a gateway to advanced management courses. Prerequisite – LEAD 101. LEAD may be taken concurrently with EPS 227.

### Required Text:

Scarborough, N. M., & Cornwall, J. R. (2019). *Essentials of entrepreneurship and small business management* (9th ed.). New York, NY: Pearson.

MyLab Entrepreneurship with Pearson eText -- Instant Access

This course will use the e-text version of this book in conjunction with Pearson's MyLab Entrepreneurship (ISBN# 9780134743066). The text is mandatory.



# Nichols College

*Learn. Lead. Succeed.*

# Course Objectives, Learning Outcomes & Assessment Methods

Desired Outcomes	Assessment	Related College Program Outcomes
Upon successful completion of this course, students will be able to:	Student achievement of these outcomes will be measured by:	These activities fulfill the following:
Be able to make judgments and formulate recommendations relating to management/entrepreneurship by applying various analytical business models	Reflections, In-class assignments, and quizzes	Linked to NC2, EPS 1, EPS 2, EPS 3
Be able to effectively communicate and analysis business concepts in writing, through presentations, and in discussion and debate.	Presentations, reflections, and in-class assignments	Linked to NC1, EPS1, EPS3
Know the factors that are essential for an organization to have a sustainable competitive advantage	Quizzes, in-class assignments, reflections, Simulation	Linked to NC2, MGMT1, EPS1, EPS3
Understand the role of leadership and critical leadership functions.	In-class assignments and reflections	Linked to NC3, NC5, EPS3

## ATTENDANCE POLICY

To be successful in this course, the student must maintain good attendance. Attendance will be taken at the beginning of class. If you are late, you must let me know at the end of class so I don't mark you absent.

**Arriving late (or leaving early) twice will count as one absence.** Extra points may be added to/deducted from your final grade for attendance as follows:

0 absences	3 points added to final grade
1 absence	2 points added to the final grade
2 absences	1 point added to the final grade
3 absences	0 points added to your final grade
4 absences	1 point deducted from the final grade
5 absences	2 points deducted from final grade
6 absences	3 points deducted from final grade

ETC.

Please note the link to Nichols' College Absence Policy below.

<https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

Please make note of policy regarding absence documentation that states that "Nichols College Health Service does not provide documentation for excused absences unless the student is required to leave campus or is quarantined to his/her room."

This policy is consistent with our goal of supporting dialogue between faculty and students. If you know you will be absent, please be courteous and let me know as soon as possible! If you are not in class and I do not hear from you, I do worry! Also, communicating with a "boss" is good practice for real life. And, it is the polite thing to do.

**Exceptions to this policy may be granted for extreme documented circumstances.**

## Nichols College Outcomes

- I. Communication  
Effectively express and accurately comprehend concepts and facts using a range of appropriate and current communication methods.
- II. Critical Thinking & Quantitative Analysis  
Utilize qualitative and quantitative problem-solving skills to analyze and interpret information.
- III. Ethics & Personal Accountability  
Recognize and assess questions of right and wrong and demonstrate willingness to act responsible in your personal and professional life.
- IV. Civic & Social Engagement  
Articulate an understanding and appreciation of cultural and human differences, acknowledging the interconnectedness of a global society and one's social and civic responsibility to the community, the nation and the world.
- V. Leadership and Teamwork  
Work effectively and collaboratively in a group, assume leadership when appropriate, and support leadership in others.



### Entrepreneurship Certificate Goals



**Goal 1:** Students will be able to recognize, construct, and analyze feasible entrepreneurial venture opportunities.

**Goal 2:** Students will learn the financial demands and requirements of starting a business, and be able to propose appropriate plans for funding a venture.

**Goal 3:** Students will learn to pursue opportunity, implement ideas, and solve problems entrepreneurially.

**Goal 4:** Students will explain the importance of values and ethics when engaged in entrepreneurial activities.

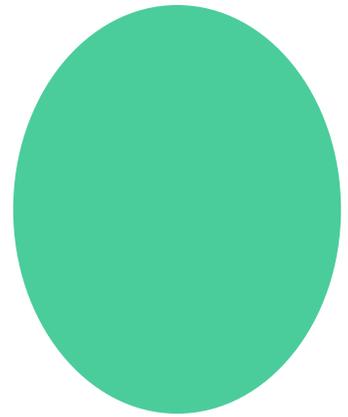
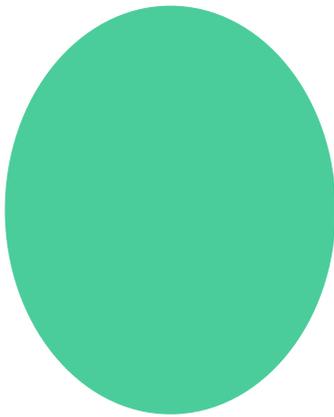
### Credit Hour Policy

A 3-credit course requires 37.5 contact hours, which does not include time spent on homework assignments or studying. A 4-credit course requires 50 contact hours. A traditional full-semester course fulfills this requirement by meeting in class for 2.5 – 3.5 hours per week. Students should expect to dedicate an additional 6 hours per week to homework and studying for a 15-week course.

Policy can be found on page 46 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

## Course Requirements:

Chapter Quizzes	35%
Reflection Journals	20%
Discussion/Participation/In Class Assignments	30%
Franchise Project	15%



## Late Work and Make up Work

Assignments are due **BEFORE CLASS** on day scheduled/determined.

Unless you have an excused absence, **MAKE UP WORK** is not allowed.

**LATE ASSIGNMENTS** will lose 10% of the total score possible for each day late. In other words, submitting assignments late will have a detrimental impact on your grade.

If you are using one of your allowed absences, that work **MUST** still be submitted in Canvas/MYITLAB before it is due.

If there is a life-altering event in your life, please see me so we may arrange for a more suitable timetable for you. If you do not communicate with me, it will be assumed that the work is late and it will not be accepted.

### Grading Scale

A	93 - 100 %
A-	90 - 92.99 %
B+	87 - 89.99 %
B	83 - 86.99 %
B-	80 - 82.99 %
C+	77 - 79.99 %
C	73 - 76.99 %
C-	70 - 72.99 %
D+	67 - 69.99 %
D	63 - 66.99 %
D-	60 - 62.99 %
F	59.99% and below

# Course Objectives, Learning Outcomes & Assessment Methods

Week	Material	Important Date
9/2	Introduction to the Course	Add/drop ends 9/6
9/9	Chapter 1-The Foundations of Entrepreneurship	
9/16	Chapter 2-Ethics and Social Responsibility	
9/23	Chapter 3-Creativity and Innovation	
9/30	Chapter 4-Designing a Business Model	
10/7	Chapter 5-Business Plans	
10/14	Chapter 6-Forms of Business Ownership	Mid-Semester Grades: Due 10/18
10/21	Chapter 7-Buying an Existing Business	
10/28	Chapter 8-Franchising and the Entrepreneur	
11/4	Chapter 9-Marketing Plans	
11/11	Chapter 11-Pricing Strategies	Last day to Withdraw: 11/12
11/18	Chapter 15-Sources of Financing, Equity and Debt	
11/25	No classes 11/27-12/1, Thanksgiving Break, No Classes	
12/2	Chapter 16-Global Aspects of Entrepreneurship	
12/9	Chapter 17-Buildng a New Venture Team	
12/16	Course wrap up	Classes End: 12/18

## Required Events:

- Wednesday, October 16, Kelly Brabants <https://bootybybrabants.com/>, at 1:30PM in Davis 205/207

# COLLEGE POLICIES



## ABSENCES

Student absences do not reduce or eliminate course requirements or outcomes.

Documentation absences may only be excused by a student's individual faculty member who reserves the right – as appropriate – to require timely, written verification of the basis for the student's absence from class in a form acceptable to the faculty member.

Policy continued on page 41 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

## CLASSROOM CONDUCT AND ACADEMIC EXPECTATIONS

Because all students and faculty at Nichols College are entitled to a positive and constructive teaching and learning environment, Nichols College classroom participants are prohibited from engaging in behavior or activity that causes the disruption of teaching, learning, research or other academic activities necessary for the fulfillment of the college mission. It is expected that students and instructors will:

- Respect the views and opinions of the instructor and fellow students, and engage in a constructive, respectful, and professional manner.
- Participate in a learning environment free from interference, discrimination, intimidation, sexual harassment, stalking, or disparagement in the classroom.
- Respect the professional authority of the faculty, including maintaining an environment free from bullying, harassment, or coercion related to grading and institutional policies.

Violations will be reported to the office of academic affairs.

Policy can be found on page 43 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

## NICHOLS COLLEGE ACADEMIC HONESTY POLICY

Enrollment in an academic course at Nichols College obligates the student to follow the College's academic Honesty Policy, the violation of which can lead to serious disciplinary action. The policy may be stated simply as follows: the College expects all academic work submitted by a student (papers, exams, projects, computer programs, etc.) to be the student's own. Plagiarism (as defined below), cheating during examinations, and assisting others in the acts of plagiarism or cheating, are expressly prohibited by the policy. In sum, a student's academic performance must be an honest representation of the student's ability

Policy continued on page 47 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

## LEARNING ACCOMMODATIONS AND SUPPORT SERVICES

Learning Services supports any student with a documented learning difference and strives to help students realize their full learning potential. Success is met through specialized coaching and classroom accommodations depending upon the individual student's needs. Students that wish to take advantage of class-room accommodations should submit their official documentation current within three years of acceptance to Nichols College. It is also strongly encouraged that students schedule a visit to meet with the assistant Dean for learning Services to discuss their academic needs.

Policy can be found on page 34 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>