

DEPARTMENT OF MANAGEMENT AND QUANTITATIVE METHODS
COLLEGE OF BUSINESS
ILLINOIS STATE UNIVERSITY
Fall 2010
MQM 326 (01)
Mark Hoelscher

College of Business Mission

To be a highly respected college of business that develops professionals with the personal dedication, ethics and lifelong learning capabilities needed to succeed professionally and to serve society. We work as a diverse community promoting excellence in learning, teaching, scholarship, and service.

Academic Integrity

Students enrolled in College of Business classes are expected to maintain high standards of ethical conduct within the classroom and when completing assignments, projects, and/or exams. Plagiarism and other forms of academic dishonesty such as cheating will not be tolerated. Students are expected to provide appropriate citations for non-original writing even if the original work is paraphrased. Penalties for plagiarism and other forms of academic dishonesty may be severe.

Professional Standards

All students in this course are expected to be familiar with the "College of Business Standards of Professional Behavior and Ethical Conduct." (Refer to <http://www.cob.ilstu.edu/professionalstandards>) Please note that only bottled water may be consumed in the classroom wing of the College of Business Building and that all cell phones and other electronic devices should be turned off and stored away during classes, unless permission is otherwise granted by the instructor.

COURSE INFORMATION

Instructor:	Dr. Mark Hoelscher
Course Number & Title:	MQM 326 Sections 01 – Small Business Field Studies
Prerequisites:	MQM 220; MKT 230; MQM 223; MQM 224; MQM 226; Students must have met the prerequisites in order to remain in the class.
Text:	The Business Writer's Handbook, Eighth Edition ISBN 978-0-312-43612-4
Credit Hours:	3 Credit Hours
Time and Location	COB 355 3:35 pm – 4:50 pm TTH

INSTRUCTOR INFORMATION

Phone:	Office – (309) 438-5985 Home – (309) 452-5610 (No calls after 9 PM)
Email Address:	mlhoels@ilstu.edu
Office Location:	COB 244
Office Hours:	1:00 pm – 3:00pm TTH

COURSE DESCRIPTION:

Field programs designed to familiarize the student with the problems of small business owners and/or operators. The student acquires firsthand knowledge and experience by dealing with on-going businesses.

COURSE COMPETENCIES:

The purpose of this course is to expose you to “hands on” experiences in dealing with the problems and complexities of managing a business organization through conducting a field study. As part of a student consulting team, you will provide information, advice, and fact-based analyses and recommendations to a client to assist the client with improving operations and performance of the client’s organization. The field study experience will provide you and your student consulting team an opportunity to exercise your existing knowledge and skills and to develop new skills and acquire new knowledge.

The field study provides you an opportunity to engage in problem-centered learning and in learning experientially (through hands-on experience). As a result, you will strengthen your ability to identify problems, seek information, consider multiple perspectives, propose a set of actions, and recognize the business organization as a system of interrelated parts.

COURSE REQUIREMENTS**CODE OF CONDUCT:**

Your team will be expected to draft up a code of conduct before any actual project work is to begin. It must be signed by all members of the team and describe expected group behavior and norms.

TIME LOG:

Each student consulting team will submit a Time Log by the last working day of each month in accordance with the course schedule. If you have questions or need help with the Time Log, please contact Dr. Mark Hoelscher. The time log must be submitted in electronic form via Blackboard.

The Time Log must contain information on dates and times for activities related to the project. The Time Log must specify project time and client contact time. Further, the Time Log must specify who participated, topics and questions discussed during the meeting, actions taken/decisions made, and your follow up activities. Finally, at the end of the Time Log, it must include a total for project time and for client contact time. Note: This Time Log is the basis for the Time Log required for the Final Report.

PROPOSAL LETTER:

Upon being assigned a client the student consulting team develops a Proposal Letter. The proposal letter has four key parts:

1. Understanding of the issues,
2. Purpose and objectives for the project,
3. Methodology for the project,
4. Benefits to the client

In addition to these four key parts, the Proposal Letter needs an opening and a closing paragraph. This Proposal Letter will be submitted to me for a grade and, upon my approval, submitted to the client for the client's approval. Make sure to get the Proposal Letter to the client by the deadline noted in this syllabus.

PROGRESS LETTER:

The Progress Letter serves to update the client as to:

1. What has been accomplished,
2. What is in process, and
3. What still needs to be done before the student consulting project is completed

In addition to these key parts, the Progress Letter needs an opening and a closing paragraph. The work accomplished consists of an outline of the completed steps and their outcomes. The work-in-progress part of the letter delineates the steps currently being taken by the student consulting team. Lastly, the section on work to be completed describes the remaining work to be done to complete the project. Again you must first submit the Progress Letter to me for evaluation and a grade. Make sure to get the Progress Letter to the client by the deadline noted in this syllabus.

FINAL REPORT:

Basic standards for the Final Report are that it be perfect and professional. This means that the student group should take special care and extra effort to see that there are no spelling or punctuation errors, that the report reads well, and that all sources are properly cited. There is no universal length for the Final Report; however, there are basic elements that must be included. These are noted below.

1. A cover, which may contain the same information as on the cover page.
2. A letter of transmittal, in which the student consulting team formally presents the client with the report and its recommendation(s), as well as thanks the client for allowing the student consulting team the opportunity to work with the client. This letter of transmittal is a formal and professional letter that is addressed to the client.
3. A cover page, with the name of the client and of the names of the student consulting team, the course number, semester, and year at a minimum.
4. An Executive Summary. This is not an introduction to the report, nor is it a brief synopsis of the project. The executive summary is many times the sole basis for the client to make a decision regarding your recommendation. It is a decision making tool for business executives. Therefore, your executive summary must provide a convincing argument for your recommendation.
5. An appendix containing, among other necessary items, the original proposal letter, progress letter, and time logs.

Executive Summary Guidelines:

It is an abstract of the key ideas of the report.

It should contain a brief statement of the project purpose.

1. What did the team do and why?
2. How did the team intend to do it?
3. What did the team intend to provide the client?

Detail

A table of contents that includes page numbers for all the segments of the report and for all the appendices. Note that the table of contents appears after the Executive Summary.

A statement of project purpose,

A brief history and background of the client organization,

A detailed description of the research methodology employed by the team,

A summarized situational analysis of the situation facing the client organization,

The team's results and findings,

A discussion of the findings and analysis,

Decision criteria for selecting one alternative over another based on the situation facing the client,

Alternatives the client can take given the situational analysis and the findings presented in the report,

One recommendation chosen from the offered alternatives,

References

Appendix

Time log

Date of meeting or activity

Who was present

What was discussed or carried out

Time spent

Total hours toward final report

To make a complete submission, you must provide

One copy to me

One copy for the client

One copy for the IES

These copies are due on the date noted in the course schedule portion of this syllabus.

PEER APPRAISAL:

You are required to write an evaluation on each of the members of your student consulting team. Each evaluation must be in a one paragraph format. The Peer Appraisal is your evaluation of whether and how each team member contributed conscientiously, on a timely basis, and with a positive outlook toward the development of the consulting project, Final Report, and presentation. This is your opportunity to have some influence in how I differentiate grades between team members. **This evaluation is to be done and handed in via Blackboard prior to turning in the final report. It must not be with the final report!** In the heading of the assignment indicate your name, the class (MQM 326), your group number, and the semester that we are in (Spring 2010).

CLIENT PRESENTATION (Group Assignment)

The Client Presentation consists of two parts: a presentation and a discussion of the report.

The presentation should not take more than 30 minutes, preferably shorter.

You must provide me with a copy of the PowerPoint slides 24 hours prior to the presentation via Blackboard.

See specific instructions concerning presentations at end of this syllabus. You are responsible for abiding by all of the instructions!

You are responsible for all aspects of the Client Presentation-time, date, location, technology, etc.

EXAMS:

There will be no traditional exams for this course. Grades will be determined through an analysis of work, effort, and peer evaluations.

POST TEST:

The post test will consist of 50 multiple choice questions. It will cover material that pertains to entrepreneurship and that has been covered in MQM 225, MQM 226, and MQM 326. This post test will be administered during the regular final exam period for this course and its completion is a course requirement.

GRADING POLICIES:

Grades will be calculated as noted.

Points

Code of Conduct	25
Proposal Letter	25
Progress Letter	25
Peer Appraisal	25
Time Log	100
Class Attendance	100
Mini Internal Analysis	25
Complete External	75
Complete Internal	75
Proposed Methodology	50
Presentation to Class	100
Final Presentation	500
Final Report	600
Quality of Research	200
Post Test	50
Individual Peer Appraisals	25
Total	2000

Grade

A	1800	2000
B	1600	1799
C	1400	1599
D	1200	1399
F	0	1199

ADDITIONAL INFORMATION:

All turned in work must be typed, double spaced, 12 pt font, standard spacing, in Word format, and turned in via Blackboard. This includes your name, class, and date. All homework must look professional.

Assignments are due at the beginning of class on the day listed on the syllabus. If you come to class late on the date that homework is due, your homework is considered late also. Homework must be in your own words and carefully thought out.

Assignments (missed deadlines) turned in late will earn a zero for grade. However, all assignments must be completed or the final course grade will be F.

After 2 late assignments course grade will also suffer one letter grade for the group. After three late assignments course grade will suffer two letter grades. Four late assignments will render a grade of F for the course.

PARTICIPATION:

Both attendance and participation is critical to the learning process in this class. Every student is expected to attend each class. Attendance will be taken and absences will have a significant impact on your grade. For teams, there will be a peer evaluation and individual grades will be adjusted to reflect each team member's individual contribution to his or her group. Role will be taken. Regular attendance is a part of your grade. You must sign role sheet when circulated! **NO EXCUSES.** This means that there will be no excuses given for missed class except for university approved and verified absences. For those whose attendance falls below 85% there will be no attendance points awarded. For those whose attendance falls below 50% a course grade of F will be given. Also, if you are absent on a day when your group presents, you will lose all class participation points for the semester.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES

Any student in need of a special accommodation should contact the staff in the Office of Disability Concerns at 438-5853 (voice) or 438-8620 (TDD).

Course Schedule

COURSE CALENDAR Fall 2010				
WEEK	MO.	DATE	TOPIC	ASSIGNMENT
1	Aug.	Tues. 24	Course Introduction	Dr. Hoelscher
		Thurs. 26	Group Acclimation	Group Assignment, Lecture Day
Event		Fri. 27	Jr. Experience Day	TBA
2		Tues. 31	Company Assignment/Introductions	Team code of conduct signed by all members due, Turn in via Blackboard.
	Sept.	Thurs. 2	Strategy Basics	Lecture Day
3		Tues. 7	External Analysis	Turn in mini internal analysis via Blackboard Lecture Day
		Thurs. 9	Library Day, Meet in Milner Library, Room 213-C	We will meet by the "pillar" in the lobby area just inside Milner. Each group is instructed to arrive 10 minutes before their stated time. (this date may change a little depending on availability).
4		Tues. 14	Internal Analysis	Lecture Day Detailed description of proposed methodology due, one from each team. Turn in assignment via Blackboard
		Thurs. 16	Proposal letter day	Proposal letters must be submitted for approval on this day. Submit, via Blackboard to Dr. Hoelscher. Do not send out to client until approved!
5		Tues. 21	Group reports to class (informal presentation up front)	Describe group progress so far. Talk about external analysis and turn in External Analysis Report via Blackboard
		Thurs. 23	Group reports to class (informal presentation up front)	Describe group progress so far. Talk about internal analysis and turn in Internal Analysis Report via Blackboard
6		Tues. 28	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
		Thurs. 30	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
7	Oct.	Tues. 5	In Class Group Meetings (Dr. Hoelscher as Consultant)	Progress letters due to Dr. Hoelscher via Blackboard. Do not send out to client until approved! Written and oral progress report due for each group.
		Thurs. 7	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
8		Tues. 12	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.

		Thurs. 14	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
9		Tues. 19	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
		Thurs. 21	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
10		Tues. 26	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group.
		Thurs. 28	In Class Group Meetings (Dr. Hoelscher as Consultant)	Written and oral progress report due for each group. Class Presentation PPTS due via Blackboard
11	Nov.	Tues. 2	Formal presentation to class, (Not presentation to client) This is a full dress rehearsal of sorts.	Research summations due. Submit via Blackboard as a word attachment. All groups are required to attend but no clients at this early stage
		Thurs. 4	<i>IN Class Group Work Day</i>	
12		Tues. 9	Formal presentation to class, (Not presentation to client) This is a full dress rehearsal of sorts	All groups are required to attend but no clients at this early stage
		Thurs. 11	Decision Day for Client Presentations (Permission to present to client is NOT guaranteed!)	Final Report is due, three copies, one for the instructor, one for the client, and one for archiving. All final reports must be bound and look professional! (No Three Ring Binders) Final Report must also be submitted electronically via Blackboard Final Presentation PPTS Due Submit individual peer appraisals (via Blackboard as described in syllabus) Client presentations can be anytime between now and the end of the semester (prior to last day of class!) you are not restricted to class times or days as long as four conditions are met. You must be approved by Dr. Hoelscher to present before the client, the scheduled time must fit Dr. Hoelscher's schedule, It must fit the client's schedule, and a conference room must be available.
13		Tues. 16	Client presentation lecture	All groups attend
		Thurs. 18	Client presentation days or group	No formal class

			consultations with Dr. Hoelscher (must make appointment to insure availability)	
14		Tues. 23	- Thanksgiving Break – NO CLASSES	
		Thurs. 25		
15		Tues. 30	Client presentation days or group consultations with Dr. Hoelscher (must make appointment to insure availability)	No formal class
	Dec.	Thurs. 2	Client presentation days or group consultations with Dr. Hoelscher (must make appointment to insure availability)	No formal class
16		Tues. 7	Client presentation days or group consultations with Dr. Hoelscher (must make appointment to insure availability)	No formal class
		Thurs. 9	Client presentation days or group consultations with Dr. Hoelscher (must make appointment to insure availability)	No formal class

FINAL EXAMS: (Dec. 13 – 17)

Post Test given during final exam scheduled time.

PLEASE REMEMBER THAT THE POST TEST IS A REQUIREMENT OF THE CLASS!

Presentations

Be prepared
Be organized
Be practiced
Be well dressed
Be professional
Dress conservatively
Everyone participates
Pay attention to where you place yourselves
Be ready to cover for one another
No Note cards! No Notes! Be Practiced and Accomplished!

Slides make sure they are not too busy!
 6 bullets per slide
 6 words per bullet
 Large Font
 Colors that are acceptable
 Animation kept to a minimum
 Graphics are ok but adjust above norms to keep clutter down

Make sure content is of high quality!