

MARKETING 464
SMALL BUSINESS CONSULTING
Spring Semester 2005; Room BH 304; Wed 6-8:30pm

Instructor: Eugene Fregetto, PhD
(312) 413-0446 (office); Office: UH 2314; Office Hrs: noon-11-noon, MW
(847) 297-6019 (home)

The primary concern of this course is the examination and application of management and entrepreneurial concepts as applied in small and mid-size companies. There will also be an emphasis on the conditions that prevail in these smaller business organizations and in their urban setting. Operation of product and service oriented firms will be evaluated, and environmental and industrial factors are examined and emerging trends are identified. ***Secondary research is a critical part of all consulting work. A consulting assignment with a small or mid-size company located in the Chicago area is required of each student.***

Course Requirements

- (1) Literature search and review on specific topic within the area of entrepreneurship, marketing, management, and all other areas of concern to the client.
- (2) Familiarization and utilization of small business information sources such as Standard and Poors, Dunn and Bradstreet, U.S. Industrial Outlook, F&S Index of Corporations and Industries, Business Periodicals Index as well as the Encyclopedia of Business Information Sources and Almanac of Business and Industrial Ratios.
- (3) Consulting assignment with a small or mid-size company located in the Chicago area.
- (4) Final consulting report which combines entrepreneurship and small business literature and concepts with the empirical findings from the assignment in order to resolve the client's critical issues.
- (5) Reading assignments and summary reports.
- (6) Oral presentation of the consulting assignment to the class as well as the client..

Course Goals

- (1) To Stow – To overcome inertia by reading and storing the important conceptual theories that describe human behavior and organizations and the interaction between the two.
- (2) To Know – To think about the concepts and develop a deeper understanding of the meanings and intricacies of the materials as it relates to diagnosing the reasons for certain behaviors.
- (3) To Grow – to gain a more mature practical understanding of how to apply the theories, prescribe possible solutions, determines the costs/benefits of each, and then select the best course of action.
- (4) To Show – To show what you know. To act and exhibit the desired behavior. In the behavioral arena there is a hug difference between knowing and showing.. The true test is whether you can demonstrate the knowledge you have. Can you lead when it is needed? Can you motivate others?
- (5) To Bestow – To teach and share your understanding with others. There is no greater professional responsibility and personal satisfaction than to give back what someone else has given to you. Mentoring is the management function of the future.

Grading Criteria

CONSULTING ANALYSIS AND REPORT	50%*
(First Draft = .20; Second Draft = .30; Final Report = .50)	
Critical Issues Identification: Clear, concise, and operational (conceptual skills)	
Secondary/Library Research: References and their use in the paper (research skills)	
Case Analysis: Integrating all pertinent factors (analysis skills)	
Submittal of a final report (writing skills)	
* Student's individual grade will be based on peer and self-evaluation evaluation at the end of the semester.	

Individual consulting work as reflected by the consultant's notebook, student's team participation, class participation, student's individual contribution to secondary research, and student's participation in consulting workshops and other team/client meetings15%

Client's Evaluation of Consulting Team5%**
**** The impact of the client's evaluation will be 5% unless the client is poorly served by the consulting team. If the client is poorly served by the consulting team, it could reduce each student's grade by one or two full letter grades. In the worst case scenario, students will received a "F" if the consulting team causes the client to be extremely displeased with UIC's Small Business Program.**

E-mail Reports10%***
***** Failure to submit any e-mail reports will be a basis for giving the student a failing grade.**

Quizzes and Final Exam.....20%****
******The impact of the quizzes and the final exam on the student's grade assumes that the student demonstrates at least an average understanding of the assigned reading materials. If the student failures to demonstrate at least an average understanding of the assigned reading materials, the impact of the failed quizzes will have a significantly greater impact on the student's final grade. For instance, a student will receive a "F" if the student failures to demonstrate an average understanding of the assigned reading material on all three quizzes. Without at least an average level of knowledge of the assigned reading, the student cannot effectively consult with the client nor can the student contribute to the team's effort.**

Assigned Reading Materials

- (1) *Field Casework* by Grundry & Buchko, Sage, 1996
- (2) *Flawless Consulting* by Pete Block, Jossey-Bass, 2nd edition, 2000
- (3) *Entrepreneurship as Strategy* by G. Dale Meyer and Kurt A. Heppard, editors, Sage Publications, 2000.
- (4) Articles distributed in class throughout the semester.

Weekly E-Mail Reports - DO NOT SEND ATTACHMENTS WITH YOUR E-MAIL REPORT!!! Every student is required to have an UIC e-mail account. Due dates for the Weekly E-mail Reports are shown on the class schedule. Every student is required to e-mail a weekly activity report to me. E-mail the report to "fregetto@uic.edu" and use the following subject: "Weekly Report dated ____."

Class Schedule		
Date	Class Topic	Readings & Assignments
1/12	Introduction to Small Business Consulting.	Student Information form distributed. Preliminary Client Assignment.
1/19	Review <i>Field Casework</i> ; consulting procedures and requirements.	Final Client Assignment . Submit completed Student Information form with resume.
1/26	Review <i>Flawless Consulting</i> ; Review first client contact.	Quiz #1 - <i>Field Casework</i> . 1st e-mail report.
2/2	Review <i>Flawless Consulting</i> ; Review first client contact.	2 nd e-mail report.
2/9	Review <i>Entrepreneurship as Strategy</i> .	Quiz#2 - <i>Flawless Consulting</i> . 3 rd e-mail report.
2/16	Field Consulting.	4 th e-mail report.
2/23	Review <i>Entrepreneurship as Strategy</i> ; Team report on secondary research.	5 th e-mail report. Submit a list of secondary resources. Quiz #3 - <i>Flawless Consulting</i> .
3/2	Field Consulting.	FIRST DRAFT REPORT IS DUE . 6 th e-mail report.
3/9	Consulting Workshop (all teams); Review First Draft	7 th e-mail report.
3/16	Discuss First Draft and Team Status Reports - in class	8 th e-mail report. Quiz #4 - <i>Entrepreneurship as Strategy</i> .
3/23	Consulting Workshop with Senior Consultant	9 th e-mail report.
3/30	Consulting Workshop with Senior Consultant	SECOND DRAFT REPORT IS DUE. 10 th e-mail report.
4/6	Field Consulting	11 th e-mail report.
4/13	Team Presentations	12 th e-mail report.
4/20	Team Presentations	13 th e-mail report.
4/27		
12/6-10	Final Exam	Final Consulting Report is Due.

