Description: Small and Medium Enterprise Development (SMED)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tr>
<td>MKT</td>
<td>2005</td>
<td>14127</td>
<td>2, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080301

STAFFING
Examiner: Graham Jocumsen
Moderator: Michael Gardiner

PRE-REQUISITES
Pre-requisite: ACC1101 or USQ51002

RATIONALE
This course is designed to enable students to gain practical insights into the unique managerial challenges associated with starting, managing and growing a small to medium sized enterprise (SME). While the SME sector is of vital significance to all economies in terms of employment levels and contribution to gross national products, it nevertheless continues to be characterised by high failure rates and unsatisfactory performance levels. This course, directed as it is towards professionals, intending entrepreneurs and owners and managers of SMEs, seeks to ultimately improve overall success rates and performance levels in the sector.

SYNOPSIS
This course addresses the three critical areas within the `history' of an SME. These include development and planning, management and implementation and business future. In the development and planning section, students will be asked to address all issues which contribute to the writing of an appropriate business plan. In the management and implementation section issues relating to the successful implementation of the business plan and on-going functional management tasks will be addressed. Finally, the business future section will examine issues which impact upon the future direction of the SME, including impacts of environmental factors and growth aspirations. Throughout the course, students will be required to continually apply the concepts and principles to their selected SME case enterprises. Reference will also be made to many other SMEs to provide as wide a context mix as possible.
OBJECTIVES

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

- Describe the nature of SMEs and their importance and significance in modern economies.
- List and explain the key things which contribute to the success of any SME.
- Carry out all necessary tasks in developing a potentially successful business plan.
- Develop appropriate management systems to ensure the on-going success and profitability of an SME.
- Identify potential impacting factors upon the future growth and direction of the SME.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The changing face of SMEs and the keys to their success.</td>
<td>10.00</td>
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<tr>
<td>2. Writing an appropriate business plan.</td>
<td>35.00</td>
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<tr>
<td>3. Effective management of a small business</td>
<td>35.00</td>
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<tr>
<td>4. Future directions for SMEs.</td>
<td>20.00</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Assessment</td>
<td>80</td>
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<tr>
<td>Private Study</td>
<td>85</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>CASE STUDY</td>
<td>75.00</td>
<td>75.00</td>
<td>Y</td>
<td>01 Nov 2002</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>25.00</td>
<td>Y</td>
<td>END S2</td>
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**NOTES:**

2. You will be notified of the official examination date when the scheduling is finalised.

**OTHER REQUIREMENTS**

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable
circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the unit has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

7 No residential school will be conducted for this course.