Description: Small and Medium Enterprise Development (SMED)

Subject | Cat-nbr | Class | Term  | Mode | Units | Campus
--------|---------|-------|-------|------|-------|-------
MKT      | 3006    | 34129 | 2, 2004 | ONC  | 1.00  | TW MBA

Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080301

STAFFING

Examiner: Les Brown
Moderator: Hoda McClymont

REQUISITES

Pre-requisite: ACC1101 and MKT1001

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:

1. Describe the nature of SMEs and their importance and significance in modern economies.
2. List and explain the key things which contribute to the success of any SME.
3. Carry out all necessary tasks in developing a potentially successful business plan.
4. Develop appropriate management systems to ensure the on-going success and profitability of an SME.
5. 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>The changing face of SMEs and the keys to their success</td>
<td>10.00</td>
</tr>
<tr>
<td>Writing an appropriate business plan</td>
<td>35.00</td>
</tr>
<tr>
<td>Effective management of a small business</td>
<td>35.00</td>
</tr>
<tr>
<td>Future directions for SMEs</td>
<td>20.00</td>
</tr>
</tbody>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

MKT3006 study package available from the USQ Bookshop.


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.

(Update for 1999-2000 available as Excel spreadsheet from ABS Database which can be accessed from Library homepage and is free to students and staff.)

(This can be downloaded free of charge from ABS Database - Cat No 8127.0)


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Assessment</td>
<td>80.00</td>
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<tr>
<td>Lectures</td>
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<tr>
<td>Private Study</td>
<td>46.00</td>
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<td>Tutorial</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>FEASIBILITY STUDY</td>
<td>40.00</td>
<td>40.00</td>
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</tr>
<tr>
<td>FINAL REPORT</td>
<td>60.00</td>
<td>60.00</td>
<td>21 Oct 2004</td>
</tr>
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</table>

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them,
and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
   Not applicable.

7 Examination period when Deferred/Supplementary examinations will be held:
   Not applicable.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Examiner 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. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the Examiner. 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 Examiner 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 Examiner 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 Examiner 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 Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

2 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 course 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.

3 Course Weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to assessment.

4 Word Count in Assignments: 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.