



**FACULTY OF BUSINESS**  
**BACHELOR OF MANAGEMENT**  
**LEARNING MODULE OUTLINE**

Academic Year	2024/2025	Semester	2
Module Code	MGMT2130-221/222		
Learning Module	Small Business Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Amy Yu	Email	amyyu@mpu.edu.mo
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**MODULE DESCRIPTION**

This course provides students with an understanding of the major problems they will face and the pitfalls they must avoid if success is to be assured in the management/ownership of a small business. Students will be introduced to entrepreneurial concepts of small business management, including entrepreneurial opportunities and qualities, developing new business venture and managing small business.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	Develop an understanding of the basic philosophy and theories used in the study and practice of entrepreneurship and small business management.
M2.	Analyse the variety of entrepreneurial opportunities
M3.	Develop the concepts for a business plan for a new business venture
M4.	Demonstrate knowledge in managing small business operations
M5.	Define risk and explain some ways of coping with it.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	✓	✓	✓	✓	✓
P2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.		✓	✓	✓	
P3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.			✓	✓	
P4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.			✓	✓	
P5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.					
P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.		✓	✓	✓	✓
P7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.					

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-2	Chapter 1 The Entrepreneurial Life	4
2-3	Chapter 3 Starting a Small Business	3
3-4	Chapter 5 The Family Business	4
4-5	Chapter 6 The Business Plan: Visualizing the Dream	4
6	<b>Midterm (Chapter 1,3,5,6)</b>	3
7-8	Chapter 9 The Location Plan	4
8-9	Chapter 12 A Firm's Sources of Financing	4
9-10	Chapter 14 Building Customer Relationship	4
11-12	Chapter 21 Managing Small Business Operations	4.5
12-13	Chapter 23 Managing Risk	4.5
13-14	Revision	3
15	Final Examination (Chapter 6, 9, 12,14, 21,23)	3



## TEACHING AND LEARNING ACTIVITIES

This course is delivered through a series of lectures which provide a detailed explanation and understanding of various fundamental entrepreneurial small business theories and core concepts. Class activities, exercises, case studies and class discussions integrating with multimedia resources such as videos and websites are utilized to support students' learning. A group project enables students to apply theoretical concepts and practices in small business management.

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Fundamental business theories and concepts are delivered primarily by lectures with the aid of multimedia instructional materials.	✓	✓	✓	✓	✓
T2. Short written quizzes will be given at the end of selected chapters. Discussions are part of the class activities during which teamwork will be encouraged. Current business events will be discussed during class to help students to understand and relate learned business concepts and theories in class to global marketplace in real world.	✓	✓	✓	✓	✓
T3. Students must preview chapter material before each class, as they will be asked to work on in class exercise or short quizzes in respond to conceptual questions inherent in the text books.	✓	✓	✓	✓	✓
T4. Students will be asked to complete a group report thus allowing a learning opportunity to work as a team and be effective communicator.	✓	✓	✓	✓	✓

In order to achieve the outcomes of this course, students are expected to perform the following learning tasks:

Read chapter material before class, which is important to improve understanding of the lectures

- Review taught materials after class to enhance understanding
- Attend school arranged seminars and meetings to expand the knowledge horizon
- Prepare and collect information to prepare group project
- Review and prepare for test and final exam
- Seek advice from instructor for difficulties encountered
- Form study group to share knowledge and enhance learning experiences.

## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

Students' understanding of course material and their performance is assessed on the basis of class assignments, a group project, a midterm examination, and a final examination. The assignments are to evaluate students' understanding of the entrepreneurial small business theories and core concepts. The project is used to evaluate whether students can apply management conceptual theories in the real life



context. The midterm and final examinations aim to evaluate the students' comprehensive understanding of key management terminology.

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. In-class exercises (non-graded)	0	M1-M4
A2. Individual assignment (graded)	15	M1-M5
A3. Group project (graded)	15	M1-M5
A4. Mid-term examination (graded)	30	M1-M4
A5. Final examination (graded)	40	M1-M4

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

#### MARKING SCHEME

Letter Grade	Low	High	Description
A	93	100	Excellent. Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88	92.99	
B+	83	87.99	Very good. Above average performance with full knowledge of theories and principles with no serious deficiencies.
B	78	82.99	
B-	73	77.99	
C+	68	72.99	Satisfactory. Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63	67.99	
C-	58	62.99	Pass. Some understanding of concepts and theories but with definite deficiencies.
D+	53	57.99	
D	50	52.99	Minimum Pass. Marginal performance to meet minimum course requirement but with major deficiencies.
F	0	49.99	Unsatisfactory. Fail. Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.



## REQUIRED READINGS

### *Textbook*

Longenecker, J.G., and Petty, J.W., Palich, L.E., Hoy, F. (2023) *Small Business Management Launching & Growing Entrepreneurial Ventures*, 20<sup>th</sup> Cengage Learning

## REFERENCES

1. Katz, J., and Green, R., (2021) *Entrepreneurial Small Business*, 6<sup>th</sup> edition McGraw Hill.
2. Mary Jane Byrd and Leon Megginson ( 2017), *Small Business Management: An Entrepreneur's Guidebook*, 8<sup>th</sup> edition, McGraw Hill.

### **Websites(s)**

1. Textbook is supplemented with Cengage Mindtap which is a digital tool providing students an interactive learning environment that adapt to individual student understanding and need.
2. [canvas.ipm.edu.mo](https://canvas.ipm.edu.mo)

### **Journal(s):**

Assigned Readings in Canvas Learning Platform.

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).