THE INSTRUCTOR RESERVES THE RIGHT TO AMEND A SYLLABUS AS NECESSARY.

COURSE DESCRIPTION:

This course is a study of starting, operating, and growing a small business. Topics include essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. (3 Credit Hours)

COURSE PREREQUISITES: None

REQUIRED TEXTBOOK(S) AND SUPPLEMENTAL MATERIALS:

Textbook Title: Small Business: An Entrepreneur’s Business Plan, 9th Edition
Authors: Gail P. Hiduke and J. D. Ryan
Publisher: South-Western Cengage Learning
Year Published: 2012
(Note: A copy of this textbook is on reserve for student use at the Richland College Library.)

COURSE OBJECTIVES:

Upon successful completion of BUSG 2309, Small Business Management and Entrepreneurship, you should be able to accomplish the following tasks.

- Explain the nature of entrepreneurship and how it is related to small business.
- Discuss the importance of leadership skills to small business management
- Describe practical approaches for building an ethical business.
- Explain the impact of social responsibilities on small businesses.
- Identify five factors that determine whether an idea is a good investment opportunity.
- Explain franchising options and the structure of the industry.
- List practical approaches and key components to writing a business plan.
- Identify the basic requirements for a sound accounting system.
• Explain the nature of strategic alliances and their uses in small businesses.
• Describe the attraction and challenges of a home-based business.
• Estimate the assets needed and the financing required for a new venture.
• Describe various sources of financing available to small firms.
• Explain how to value a firm being sold and how to decide on the method of payment.

**SCANS COMPETENCIES:**

The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills that individuals need in order to succeed in the workplace.

Richland College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards that goal, the following SCANS workplace competencies and foundation skills have been incorporated into the curriculum for this course:

<table>
<thead>
<tr>
<th>Employ Interpersonal Skills</th>
<th>Apply Thinking Skills</th>
<th>Display Appropriate Personal Qualities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate as team members</td>
<td>Display creative thinking</td>
<td>Exhibit responsibility</td>
</tr>
<tr>
<td>Teach others</td>
<td>Exhibit decision-making skills</td>
<td>Demonstrate appropriate self-esteem</td>
</tr>
<tr>
<td>Serve client/customers</td>
<td>Use problem solving skills</td>
<td>Demonstrate appropriate social skills</td>
</tr>
<tr>
<td>Exercise leadership</td>
<td>Visualize mind’s eye concept</td>
<td>Display self-management skills</td>
</tr>
<tr>
<td>Negotiate conflict resolution</td>
<td>Use appropriate learning techniques</td>
<td>Display integrity/honesty</td>
</tr>
<tr>
<td>Respect cultural diversity</td>
<td>Exhibit reasoning skills</td>
<td></td>
</tr>
</tbody>
</table>

**STUDENT EVALUATION PROCEDURES:**

**Grade Determination**

All exercises, assignments, and examinations will be graded and returned to you in a timely manner along with instructor comments. The instructor will, AT NO TIME, leave a message with comments on assignments or grades in any type of type of medium that may not be secure. This includes voice mail, fax machines, or giving grades or information to another student, friend, spouse, or any other family member.

Note: Each student is responsible for understanding how all work in this course is assigned and evaluated. Students are expected to log in and participate in all class activities and exercises regularly, complete assignments on time---with excellence---and demonstrate a sincere willingness to learn.

Grading scale:  
900 – Above = A  
800 – 899 = B  
700 – 799 = C  
600 – 699 = D  
599 and Below = F

ALL ASSIGNMENTS must be completed and submitted to receive a grade of “B” or above.
<table>
<thead>
<tr>
<th>Course Orientation</th>
<th>Read all documents, submit the Student Orientation Checklist and finish your Discussion Board Introduction Exercise.</th>
<th>0</th>
<th>09/24/2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Exercise</td>
<td>You will begin this assignment by creating a three-page analysis of a business website. Visualizing yourself as the owner of that business, you will identify and provide a detailed discussion of ten essential attributes you must possess to effectively manage it. On page four, you will analyze the website of either the Richland College Management Program or Business Administration Program. Page five will summarize, with examples, how courses taken in these programs can enhance one’s capacity to understand small business decision making and operations.</td>
<td>100</td>
<td>Your submitted paper must be a double-spaced five-page document with margins that do not exceed one inch. The Web Analysis should be submitted before midnight on 10/15/2017.</td>
</tr>
<tr>
<td>Textbook Homework Assigns.</td>
<td>This course will cover the entire textbook. Students are expected to read all chapters but will only be responsible for selecting and completing assignments on 10 of the 15 chapters. Specific instructions are available in the “Course Content” file.</td>
<td>200</td>
<td>TB HW 1&amp;2 - 10/01/2017 TB HW 3&amp;4 - 10/15/2017 TB HW 5&amp;6 - 10/29/2017 TB HW 7 8 - 11/12/2017 TB HW 9&amp;10 - 11/26/2017</td>
</tr>
<tr>
<td>Discussions Board Questions</td>
<td>Students are required to actively participate in 5 discussion exercises. You are required to read and respond to each question on the Discussion Board with a minimum of three thorough and concise statements (first post due by the Thursday BEFORE the board closes). Then, you will read responses posted by at least two of your classmates and then write at least three sentences that respond to their comments (due by the Sunday the board closes). <strong>A minimum of three total comments must be posted per discussion to receive full credit.</strong> Comments should be posted/published during the time that discussion is active. You will <strong>not</strong> be able to participate in a discussion once it has ended.</td>
<td>100</td>
<td>Discussion 1 – 10/01/2017 Discussion 2 – 10/15/2017 Discussion 3 – 10/29/2017 Discussion 4 – 11/12/2017 Discussion 5 – 11/26/2017</td>
</tr>
<tr>
<td>Business Plan</td>
<td>Details will be discussed later during the course. A business plan concept must be initially submitted and approved before students move forward in developing the actual business plan.</td>
<td>100</td>
<td>12/03/2017</td>
</tr>
<tr>
<td>Exams</td>
<td>The course includes five exams--each covering approximately 20% of your textbook and related activities. All multiple choice questions are administered in a randomized format. Students are permitted <strong>two</strong> attempts to take each exam, however, once an exam has been opened, it has to be completed. Each exam is timed, and must be completed within 80 minutes. Each exam is worth 100 points. A late submission penalty will be applied to exams that are not completed on time.</td>
<td>500</td>
<td>Exam 1 – 10/01/2017 Exam 2 – 10/15/2017 Exam 3 – 10/29/2017 Exam 4 – 11/12/2017 Exam 5 – 11/26/2017</td>
</tr>
<tr>
<td>Bonus</td>
<td>Opportunities to earn bonus points may occur during the course.</td>
<td></td>
<td>Details TBD</td>
</tr>
</tbody>
</table>

**Total** | | | 1000 |

**FORMAT TO USE IN SUBMITTING ASSIGNMENTS:**

Carefully review this information below to understand your required assignment, examinations, and overall course participation requirements. Further details will be provided when assignments are introduced.
All assignments must be typed. Hand written work will not be accepted. You should place a heading on each of your assignments. The heading should be single-spaced and must include your name and a complete description of the assignment you are submitting. Please see the example below. Homework assignments should be submitted SEPARATELY and WITHOUT a cover page. The heading should be typed on the top left corner of the first page.

**Format:**  Last Name.First Name.CourseID.Assignment

**PLEASE DO NOT SUBMIT ASSIGNMENTS TO ME AS EMAIL ATTACHMENTS.** Work submitted as email attachments will not be graded. Each student is responsible for scheduling his/her study time, completing assignments, submitting them, and taking exams by the due dates posted. Please use the following format in submitting your assignments. *Type the question first, skip a line and then type your response.* Please see the example below. Use of this format is very important.

1. Define the word business ethics.

*Business ethics is the application of a moral code of conduct and standards by which behavior is evaluated. They are the moral values that guide the way corporations or other business make decisions.*

Before you begin to work on your textbook assignments, remember that you are only required to complete homework from 10 of the 15 chapters that we cover in this course. Although you have the right to identify and select which 10 chapters to complete homework on, you are required to read all chapters in the textbook and effectively prepare for each exam.

**COURSE POLICIES AND RULES OF NETIQUETTE:**

In this online course, students are expected to participate weekly and to perform at their highest level of excellence. All communications directed to each other and to the professor should be class related, timely, and conducted in a professional manner.

In a cyber-community, you present yourself and learn about others through written words. While you do not need to be a prize-winning author or poet to successfully communicate in an online community, you certainly want to present yourself in a positive light and to communicate your thoughts and ideas effectively. The following guidelines will assist you in communicating effectively and in avoiding the risk of annoying others on the Internet.

1. Format your communication so that it is easy to read. Do not write everything in uppercase (capital) letters. They are more difficult to read and can often be misread as SHOUTING in an online environment. Whenever you are able to do so, please communicate in short paragraphs that are separated by blank lines.

2. Do not ramble. Plan your messages ahead so that you are able to communicate in clear and concise statements. Use meaningful subject lines, statements that give the reader a clear indication of what you are writing about.
3. Type complete words with clarity. Do not use chat slang, abbreviations, or acronyms that others may not understand. Carefully read and review your comments, assignments, and messages before submitting them online.

4. It does not matter how brilliant your ideas may be if the writing is filled of misspelled words. Be sure to take time to check and edit your spelling before submitting your work. Do use Spell Check, but also read over what you have written to catch errors that Spell Check may miss.

5. Keep in mind that statements may “appear” harsh or less friendly when the reader cannot see the emotion that accompanies them. Remember that your smile and passion, your excitement or the twinkle in your eye does cannot be directly seen by the reader of your posting. Be sure to review all messages, comments or assignments to be sure they are diplomatic and polite before you submit them.

6. At all cost, avoid flaming - sending angry or abusive messages.

ATTENDANCE POLICIES:

In order to be successful students must participate in enrolled courses on a regular basis. Although there are no specific attendance policies in this online course, students are expected to actively participate and engage in the different learning activities that are scheduled each week. This means that you are expected to enter the course on a weekly basis. The Weekly Course Schedule (located above) will give you specific deadline dates for submission of all assignments in this course. It is strongly recommended that you begin to work on each assignment ahead of time to give yourself enough time to complete and submit each assignment on time.

ACADEMIC PROGRESS AND SUCCESS:

Students are encouraged to discuss academic goals and degree completion with their professors. Specific advising is available throughout the semester. Check www.richlandcollege.edu/admissions/process.php for more details.

CHEATING AND PLAGIARISM:

Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct available at https://richlandcollege.edu/conduct.

CONCURRENT ENROLLMENT:

Continuing Education students are held to the same academic standards as credit students when enrolled in this course. Concurrent enrollment students earn Continuing Education Units (CEUs) rather than college credit for this course and are expected to complete all required assignments and exams.

FINAL GRADE REPORT:
Final grade reports are available online. Students need to enter their seven-digit student identification number when they log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your college record. The website address is:
http://econnect.dcccd.edu

INSTITUTIONAL POLICIES:

Refer to the Richland College website: www.richlandcollege.edu/syllabipolicies