



BUSG-2309.201CL
Small Business Management/Entrepreneurship
Spring 2023
Tuesday 6pm – 8:50pm
STEM 136

Instructor Information:

Deane H. Schneider, Dr.B.A.
Assistant Professor of Business
dschneider@com.edu
409-933-8901 (Office)

Student Hours & Location:

ICB 313-16, TEAMS, Bongo virtual classroom tool, D2L chat or by email appointment

Monday	by appointment only
Tuesday	<u>1:30pm - 5:30pm</u>
Wednesday	<u>1:30pm - 5:30pm</u>
Thursday	by appointment only
Friday	by appointment only

Required Textbook:

This course is inclusive of the digital textbook, which is made available through the Cengage link inside Brightspace D2L. No access code is required for this course.

Textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through the COM Bookstore.

Small Business Management 19e
Longenecker, Petty, Palich, Hoy
Cengage Learning
ISBN: 978-0-357-03941-0
ISBN: 978-0-357-03938-0

Textbook Purchasing Statement:

A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Additional Useful Material (not required):

Additional business plan resources (templates, worksheets, etc.) can be found via the Internet. Students may also consider other “how to” books such as:

How to Write a Business Plan 14th edition
McKeever
NOLO
ISBN: 978-1-4133-2545-4

Course Description:

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

Course Requirements:

There are three modules that comprise this course. For all tasks, please refer to the Schedule of Activities for due dates, point values, and other information.

Quizzes:

There are **18 Chapter Quizzes (in D2L)**. The quizzes consist of 14 questions (multiple choice; matching; T/F) and are worth 14 points apiece. You have no time limit on these quizzes, and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that quiz. These quizzes are designed as a study aid to help prepare your business plan.

In The Spotlight Assignments:

There are **17 In The Spotlight Assignments (in Cengage)**. The assignments consist of 2-3 questions (multiple choice) and are worth 2-3 points apiece. You have no time limit on these assignments but are allowed only one attempt. These assignments are designed as a study aid to help prepare your business plan.

Business Plan:

Students will create a **15-to-25-page business plan** (excluding appendix). The business plan is divided into two sections. Business plans should follow MLA format regarding line spacing, margins, font, etc. **See Extra Credit section regarding MLA format instructions with Tutoring Center.**

Component Assignments: Students will create the business plan through 11 components (assignments) worth 20 or 66 points apiece. The assignments will be graded and include feedback/suggestions. Students will take the components, make changes as noted by the feedback/suggestions, and save for later.

Completed Business Plan: The completed business plan will consist of the 11 components along with a cover page, table of contents, and appendix. Students will make appropriate corrections and receive a grade for the completed business plan. The completed business plan is worth 255 points.

Rubrics are associated with the individual components and completed business plan.

Determination of Course Grade/ Detailed Grading Formula:

18 Chapter Quizzes (14 pts each)- 252 points

17 In The Spotlight Assignments (2 or 3 pts each)- 43 points

11 Component Assignments- 450 points

5 Major Components (66 pts each)- 330 points

6 Minor Components (20 pts each)- 120 points

Completed Business Plan- 255 points

Total- 1000 possible points

The final grade will be based on the following scale:

☐ A = 90+% of the total points	>= 900
☐ B = 80% - 89% of the total points	800-899
☐ C = 70% - 79% of the total points	700-799
☐ D = 60% - 69% of the total points	600-699
☐ F = less than 60% of the total points	<= 599

Three attempts are allowed for each chapter quiz. The highest grade is automatically accepted. One attempt is allowed for each "In The Spotlight" assignment.

Late Work, Make-Up, and Extra-Credit Policy:

To the extent possible (given limitations by publisher and linking sites), late work will be accepted with a 20% penalty applied.

Quizzes: Will be accepted up until the day prior to the last day of class.

In The Spotlight assignments: Will be accepted up until the day prior to the last day of class.

Individual business plan components: Will be accepted up to 1 week late (midnight Sunday). After that a "0" will be placed in the gradebook. Missed business plan components will still need to be turned in with the completed business plan.

Completed business plan: Will NOT be accepted late under any circumstances. A "0" will be placed in the gradebook if the due date is missed. **Completed business plan is due Thursday night 5/4/2023.**

If you have a personal or emergency situation, please contact me as soon as practical (in advance when possible) and I will do my best to work with you in a fair and equitable manner. Supporting documentation may be requested.

Extra Credit/Bonus Points: 50 bonus points (5% of final grade) are available for scheduling (online or face-to-face) and completing a 1-hour meeting with the Tutoring Center on MLA format. Bonus points will be added in the gradebook **once the student forwards the confirmation email** to the instructor, received from the Tutoring Center, confirming that a worthwhile and successful MLA format learning session has taken place. Students may schedule more than one learning session, but the bonus points will only be applied once. **MLA format is required for the individual components and complete business plan.** Writing Resources, including appointment scheduling for Tutoring Center, are located at: <https://www.com.edu/tutoring/writing-resources.html> MLA format templates are available through the College of the Mainland Office 365 tools (<https://www.com.edu/sso>).

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor.

Graded Assignments/Feedback/Gradebook:

Auto graded quizzes and assignments should be available for immediate review by the students. Manually graded assignments (components and complete business plan) will be graded and returned within one

week from due date. Feedback, if any, will be listed within the attached rubric. Accepted late work will be returned in a timely manner as instructor's availability allows.

Students should monitor their overall grade within the D2L gradebook (not Cengage) for current point totals.

Attendance Policy:

Attendance in a classroom course is based on actual, physical classroom attendance which will be taken each class period. Students will receive credit for attending the class each week if present in the classroom. The last date of attendance will be the last date the student attended class in the physical classroom. Attendance will be tracked in the gradebook.

Attendance in an Internet-driven course is based on the timely submission of weekly assignments. Attendance will be taken each week as determined by the reporting functions in Brightspace and Cengage MindTap. Students will receive credit for 'attending' the class each week based upon the timely submission of an assignment. An assignment may be a discussion board post, a quiz, a test, a project, or any other assigned task within the week as noted on the Schedule of Activities. The last date of attendance will be the last date an assignment was submitted. Attendance will be tracked in the gradebook.

Communicating with your instructor:

All electronic communication with the instructor must be through D2L or COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means (no external email). The virtual classroom, D2L chat, office phone, and face-to-face meetings are other means of communication. ***Please allow me 24 hours to reply to COM email communications.***

General Education Core Objectives:

Students successfully completing this course will demonstrate competency in the following Core Objectives:

Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

Communication Skills- effective development, interpretation and expression of ideas through written, oral and visual communication.

Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

Personal Responsibility- ability to connect choices, actions and consequences to ethical decision-making.

Social Responsibility- to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Table Mapping SLO's, Core Objectives and Assignments:

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify management skills for a small business, outline issues related to choosing a business and obtaining a return on investment and create a business plan.	Critical Thinking Skills Communication Skills Empirical and Quantitative Skills Personal Responsibility Social Responsibility	Quizzes 1-3, 6-12, 14-17, & 19-22 (select questions) Business Plan In The Spotlight (select questions)

Academic Dishonesty:

Any incident of academic dishonesty will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the online Student Handbook. <http://www.com.edu/student-services/student-handbook.php> Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized material may receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

[10 Types of Plagiarism - YouTube](https://www.youtube.com/watch?v=EF5eFeJMplA) <https://www.youtube.com/watch?v=EF5eFeJMplA>

[How to Avoid Plagiarism in 5 Easy Steps - YouTube](https://www.youtube.com/watch?v=WV2-cmi19sg) <https://www.youtube.com/watch?v=WV2-cmi19sg>

[What is Self Plagiarism - Research Prospect](https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing.,from%20their%20previous%20work%20as%20they...%20More%20) <https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing.,from%20their%20previous%20work%20as%20they...%20More%20>


Student Concerns:

If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Department Chair, Andrew Gregory, at 409-933-8339 or agregory2@com.edu

Technology Outage:

Occasionally the college may experience emergency technology outages. Should this occur during a Quiz/Exam, you will need to notify the instructor that you will need the Quiz/Exam to be reset. In the case of this or a personal technology issue, students are expected to contact the instructor as soon as reasonably possible. Students are responsible for completing all other course work such that due dates can be met.

Course Outline/ Schedule of Activities:

Small Business Management/Entrepreneurship				BUSG 2309 - Spring 2023		
Schedule of Activities (16-week course)						
Module	Dates	Required Reading	In The Spotlight (Cengage)	Business Plan Components (D2L)	Chapter Quizzes (D2L)	Due Date (Midnight)
Module 1	Week 1 (Jan 17-22)	Chapter 1			Chapter 1	01/22/23
	Week 2 (Jan 23-29)	Chapter 3 & 6	Charlie Mars & Maternova	Company Description	Chapter 3 & 6	01/29/23
	Week 3 (Jan 30-Feb 5)	Chapter 15	La Colombe	Industry, Target Customer, and Competitor Analysis	Chapter 15	02/05/23
	Week 4 (Feb 6-12)	Chapter 7	Startup Professionals Inc.	Product/Service Plan	Chapter 7	02/12/23
	Week 5 (Feb 13-19)	Chapter 8	FlexPro, uBreakFix, and Etaliz	Marketing Plan, Part 1	Chapter 8	02/19/23
Module 2	Week 6 (Feb 20-26)	Chapter 9 & 21	WeWork & Vgo, iRobot, Ohmnilabs, Suitable Technologies, and Double Robotics		Chapter 9 & 21	02/26/23
	Week 7 (Feb 27-Mar 5)	Chapter 10	An Entrepreneur's View of Accounting	Marketing Plan, Part 2	Chapter 10	03/05/23
	Week 8 (Mar 6-12)	Chapter 11	Planning for Success	Management Team	Chapter 11	03/12/23
Spring Break (Mar 13-19)						
	Week 9 (Mar 20-26)	Chapter 12	Emmy's Organics	Operations and Development Plan, Part 1	Chapter 12	03/26/23
Module 3	Week 10 (Mar 27-Apr 2)	Chapter 22	The Cutting Edge Elite, Inc.	Operations and Development Plan, Part 2	Chapter 22	04/02/23
	Week 11 (Apr 3-9)	Chapter 16	Johnny Cupcakes	Offering	Chapter 16	04/09/23
	Week 12 (Apr 10-16)	Chapter 2	Bambino's Frozen Baby Food	Financial Plan	Chapter 2	04/16/23
	Week 13 (Apr 17-23)	Chapter 14	Zappos, Uber, and Everlane	Executive Summary	Chapter 14	04/23/23
	Week 14 (Apr 24-30)	Chapter 20	Employee Classifications and Legal Disaster at Homejoy		Chapter 20	04/30/23
	Week 15 (May 1-7)	Chapter 17	Telesian Technology Inc.	Complete Business Plan DUE 5/4/2023	Chapter 17	5/4/2023 AND 5/7/2023
	Week 16 (May 8-11)	Chapter 19	Effective Delegation at Staff.com		Chapter 19	05/11/23
Point Values				Important Notes		
Activity	Point Value	# of Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)		
Chapter Quizzes	14	18	252	Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved		
In The Spotlight	2 or 3	17	43	In The Spotlight- 1 attempt allowed, no time limit		
BP Components	20 or 66	11	450	BP Components- correct components and turn in with completed BP		
Complete BP	255	1	255	Complete BP- includes cover page, table of contents, and appendix		
Total Possible Points			1000	See syllabus for extra credit/bonus points		

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook [Student Handbook 2022-2023 v4.pdf \(com.edu\)](#). *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodations is requested to contact Kimberly Lachney at 409-933-8919 or klachney@com.edu. The Office of Services for Students with Disabilities is located in the Student Success Center.

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law.

Last date to withdraw from Spring 2023 with a "W":

1st 8-week session- March 1st

16-week session- April 24th

2nd 8-week session- May 3rd

Mini session- May 30th

F_N Grading: The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F_N grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the F_N grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F_N grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Resources to Help with Stress:

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.