



**BUSG 1315 011 | 1 FA202**  
**Small Business Operations**  
**Fall 2025 Online – 8 weeks**

**Instructor Information:**

Katherine (Katy) Tunstall  
Adjunct Professor of Business  
[ktunstall@com.edu](mailto:ktunstall@com.edu)

409-933-8311 (Shared Office Line – Please leave detailed message stating for K. Tunstall)

**Student Hours & Location:**

Tuesdays 5-6pm, or by email appointment, hosted on TEAMS

**Required Textbook:**

Small Business Management by Longenecker, Petty, Palich, Hoy. Launching and growing entrepreneurial ventures. Edition: 19e



**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.

**Course Description:**

Covers aspects of operating a small business. Emphasizes management functions including planning, leading, organizing, staffing, and controlling operations.

**Course Requirements:**

1. The student will write a research paper assigned at the beginning of the semester. Students will also create a business plan based on the template provided.
2. Students will respond to 4 Discussion Board items using correct grammar and sentence structure.
3. 15 quizzes will be taken online without the use of books or class notes unless otherwise specified. The student's response will demonstrate his/her proficiency in the course material.

The directions to complete the assignments will be provided by the instructor (and grading will be done in accordance with the instructor's specifications).

NOTE: No passing grade can be awarded in the course if the student fails to complete the above requirements with a minimum passing grade.

**Determination of Course Grade/ Detailed Grading Formula:**

- Research paper based on Chapter 20 – Managing Human Resources..... 250 points
- Business Plan..... 250 points

- Chapter Quizzes (15)..... 300 points
- Discussion Boards (4).....200 points
- **Total Possible Points..... 1000 points**

The final letter grade will be based on the following scale:

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

**The research paper** will be based on chapter 20 "Managing Human Resources". The student may use APA formatting but must use in-text citations and some form of bibliography or works cited so that your work can be evaluated.

Instructions:

1. Read the chapter completely and thoroughly including all figures, tablets, charts, graphs, margin notes etc.
2. Develop a main topic or central idea from the material in the chapter. Your research paper will be centered around this main topic.
3. Develop a research "question" that interests you. This will help you in developing your thesis sentence. Make sure this is not too broad nor too narrow.
4. Build a strong draft that includes an introduction, body paragraphs that provide a logical development of ideas and support your central idea and thesis. This draft is not required to be submitted.
5. Complete and review your final draft for submission.

Grading rubric:

- Development of a strong central idea and thesis. (Introduction) 50 points
- Effective research and support of central idea/thesis sentence (body) 125 points
- Conclusion/wrap up of research paper. 25 points
- Effective referencing of supporting resources (minimum of 5) 50 points
- Total allocated points for project = 250 points

**The business plan** assignment will be based on the template provided on D2L Brightspace.

1. Ensure that your plan includes everything as detailed in sections 1 – 8 of the business plan templates that is available on D2L Brightspace.
2. You may create your plan based on an actual business you are contemplating or in which you are currently involved, or you may create a plan for a fictitious business.
3. This project is time consuming, therefore, plan your time accordingly. It is advised that the student spend two hours per week from the first week of the semester to complete the project by the due date.

Grading rubric:

- All elements in the templates (items 1 – 8) are to be completed with some items worth more points than others. Items/sections 4 and 7 are awarded 50 points each for a total of 100 points. These sections require a more comprehensive analysis.
- Items 1, 2, 3, 5, 6 and 8 are awarded 24 points each for a total of 144 points.
- Correct use of grammar, punctuation, sentence structure etc. - 6 points.
- Total points allocated for project = 250 points.

**Quizzes:** There will be 15-chapter quizzes assigned during the semester. These quizzes will be completed using the Cengage site. The quizzes are composed of matching, multiple choice, fill in the blank and true/false.

Grading rubric:

- Total allocated points for project = 300 points.

**Discussion board posts:** Check the “Discussions” tab on D2L Brightspace for the 4 discussion board items. Correct use of grammar, punctuation, sentence structure etc. is expected.

Grading Rubric:

- Total allocated points for project = 200 points.

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

To the extent possible, late work will be accepted with a 20% penalty applied.

- Late work that requires manual grading (D2L assignments with a rubric, generally) will be accepted up until the Sunday prior to the last day of class.
- Late work that is auto-graded will be accepted up until the day prior to the last day of class.

**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.**

### **Graded Assignments/Feedback/Gradebook:**

Auto graded exams and quizzes should be available for immediate review by the students. **Manually graded assignments (discussion boards and assignments) will typically 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 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 student accessing the course, which is expected at least four (4) times per week. Attendance will be taken as determined by the reporting functions in BrightSpace D2L. The last date of attendance will be the last date the course was accessed. **As stated in the College catalog, it will be the responsibility of the student to withdraw themselves from the course prior to W-Day should they choose to do so, to ensure a grade of “W”, rather than a grade of “F”.**

### **Communicating with your instructor:**

All electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. ***Please allow me 24 hours to reply to COM email communications. Student emails sent after 5pm on Friday should expect a reply by 12pm on Monday.***

### **Core Objectives:**

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

1. Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information.
2. Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication.
3. Empirical and Quantitative Skills - the manipulation and analysis of numerical data or observe facts resulting in informed conclusions.

**Table Mapping SLO's, Core Objectives and Assignments:**

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify the aspects of operating a small business	Critical Thinking	Business plan project
Describe human resource functions including employee development	Communication Skills	Research paper based on chapter related to managing human resources
Explain the elements of total quality management	Empirical and quantitative skills	Discussion board (chapter 21 "managing operations")
Compare purchasing procedures, inventory control, and computerized operations of small businesses	Empirical and quantitative skills	Discussion board #3

### **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.

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. Having two versions of LRYX open while attempting an exam or lab will result in the student receiving a zero for that assignment. In this instance, no credit nor an additional attempt will be granted. Any assignment containing 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.

### **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](mailto:agregory2@com.edu).

### **Course Outline/ Schedule of Activities:**

Small Business Operations			BUSI 1315 - Fall 2025		
Schedule of Activities (Second 8-week course)					
Dates	Required Reading	Discussion Boards	Projects/Assignments	Chapter Quizzes	Due Date (Midnight)
Week 1 (Aug 18-24)	Chapters 1 & 2			Quiz 1, 2	Sunday, August 24, 2025
Week 2 (Aug 25-31)	Chapters 3, 5, & 20			Quiz 3, 4	Sunday, August 31, 2025
Week 3 (Sept 1-7)	Chapters 6 & 7	DB - Business Plans		Quiz 5	Sunday, September 7, 2025
Week 4 (Sept 7-14)	Chapters 8, 9, & 10	DB - Teams, Legal Structures, & Directors	Research Paper (draft only)	Quiz 6, 7, 8	Sunday, September 14, 2025
Week 5 (Sept 15-21)	Chapters 11, 12, & 13	DB - Firm's Financial Statements	Research Paper	Quiz 9, 10, 11	Sunday, September 21, 2025
Week 6 (Sept 22-28)	Chapters 14 & 15		Business Plan (Outline only)	Quiz 12, 13	Sunday, September 28, 2025
Week 7 (Sept 19-Oct 5)	Chapters 21 & 22	DB - Managing a Firm's Assets		Quiz 14, 15	Sunday, October 5, 2025
Week 8 (Oct 6-9)			Business Plan		Thursday, October 9, 2025
Point Values			Important Notes		
Activity	Point Value	# of Activities	Total Points	Late Work, if accepted, normally receives 20% penalty (See Syllabus for Limitations)	
Chapter Quizzes	20	15	300	Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved.	
Discussion Board	50	4	200	Discussion Boards- post assignment and then 2 responsive posts to peers	
Projects/Assignment	250	2	500	Research Paper & Business Plan	
Total Possible Points			1000	Any bonus points are at the discretion of the instructor. (See Syllabus)	

## 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 <https://www.com.edu/student-services/student-handbook.html>. *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 accommodation is requested to contact:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: [AccessibilityServices@com.edu](mailto:AccessibilityServices@com.edu)

Location: COM Doyle Family Administration Building, 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. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 1<sup>st</sup> and from the 2<sup>nd</sup> 8-week session is November 25th.

**F<sub>N</sub> Grading:** The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> 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<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> 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](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@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. If the problem persists, submit all technical problems to Distance Education via email at [de\\_support\\_com@com.edu](mailto:de_support_com@com.edu). Students are responsible for completing all other course work such that due dates can be met.

**Nondiscrimination Statement:**

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.