



**BUSG-2309.001IN**  
**Small Business Management/Entrepreneurship**  
**Spring 2022**  
**Online**

**Instructor Information:**

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

**Student Hours & Location:**

TVB 1317 or by email appointment, hosted via Blackboard Collaborate.

Monday	<u>3:00pm - 5:30pm</u>
Tuesday	<u>9am - 10:30am</u>
Wednesday	<u>3:00pm - 5:30pm</u>
Thursday	<u>9am - 10:30am</u>
Friday	<b>by appointment only</b>

**Required Textbook:**

This course is inclusive of the digital textbook, which is made available through the Cengage link inside Blackboard. 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 VitalSource.

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):**

Students may wish to use [Live Business Plan](#) available on their Cengage homepage as a tool for creating their business plan. 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 14<sup>th</sup> 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 Blackboard)**. 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**

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**Total- 1000 possible points**

The final grade will be based on the following scale:

☐ A = 90+% of the total points	>= 895
☐ B = 80% - 89% of the total points	795-894
☐ C = 70% - 79% of the total points	695-794
☐ D = 60% - 69% of the total points	595-694
☐ F = less than 60% of the total points	<= 594

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 5/5/2022.

**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: [Writing Resources \(com.edu\)](https://www.com.edu/tutoring/writing-resources.html) <https://www.com.edu/tutoring/writing-resources.html>

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 Blackboard 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 Blackboard 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 COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. Blackboard Collaborate, office phone, and face-to-face meetings are other means of communication. ***Please allow me 24 hours to reply to COM email communications.***

Blackboard Collaborate is NOT private. If you need to discuss something of a private/personal nature, please reach out through COM email, my office phone, or stop by my office.

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

<b>Student Learner Outcome</b>	<b>Maps to Core Objectives</b>	<b>Assessed via this Assignment</b>
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.	<b>Critical Thinking Skills</b> <b>Communication Skills</b> <b>Empirical and Quantitative Skills</b> <b>Personal Responsibility</b> <b>Social Responsibility</b>	Quizzes 1-3, 6-17, 19, 21, & 23 (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>

[How to Avoid Plagiarism in 5 Easy Steps - YouTube](#) <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>


### **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, David Knopp, at 409-933-8259 or [dknopp@com.edu](mailto:dknopp@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 2022				
Schedule of Activities (16-week course)							
Module	Dates	Required Reading	In The Spotlight (Cengage)	Business Plan Components (Blackboard)	Chapter Quizzes (Blackboard)	Due Date (Midnight)	
Module 1	Week 1 (Jan 18-23)	Chapter 1			Chapter 1	01/23/22	
	Week 2 (Jan 24-30)	Chapter 3 & 6	Charlie Mars & Maternova	Company Description	Chapter 3 & 6	01/30/22	
	Week 3 (Jan 31-Feb 6)	Chapter 15	La Colombe	Industry, Target Customer, and Competitor Analysis	Chapter 15	02/06/22	
	Week 4 (Feb 7-13)	Chapter 7	Startup Professionals Inc.	Product/Service Plan	Chapter 7	02/13/22	
	Week 5 (Feb 14-20)	Chapter 8	FlexPro, uBreakFix, and Etaliz	Marketing Plan, Part 1	Chapter 8	02/20/22	
Module 2	Week 6 (Feb 21-27)	Chapter 9 & 21	WeWork & Vgo, iRobot, Ohmnilabs, Suitable Technologies, and Double Robotics	Marketing Plan, Part 2	Chapter 9 & 21	02/27/22	
	Week 7 (Feb 28-Mar 6)	Chapter 10	An Entrepreneur's View of Accounting	Management Team	Chapter 10	03/06/22	
	Week 8 (Mar 7-13)	Chapter 11	Planning for Success	Operations and Development Plan, Part 1	Chapter 11	03/13/22	
	Spring Break (Mar 14-20)						
	Week 9 (Mar 21-27)	Chapter 12	Emmy's Organics	Operations and Development Plan, Part 2	Chapter 12	03/27/22	
Week 10 (Mar 28-Apr 3)	Chapter 16	Johnny Cupcakes	Offering	Chapter 16	04/03/22		
Week 11 (Apr 4-10)	Chapter 23	Homestead Interior Doors	Financial Plan	Chapter 23	04/10/22		
Module 3	Week 12 (Apr 11-17)	Chapter 2	Bambino's Frozen Baby Food	Executive Summary	Chapter 2	04/17/22	
	Week 13 (Apr 18-24)	Chapter 14	Zappos, Uber, and Everlane		Chapter 14	04/24/22	
	Week 14 (Apr 25-May 1)	Chapter 13	Tapestry Medical Inc.		Chapter 13	05/01/22	
	Week 15 (May 2-8)	Chapter 17	Telesian Technology Inc.	<b>Complete Business Plan DUE 5/5/2022</b>	Chapter 17	5/5/2022 AND 5/8/2022	
	Week 16 (May 9-12)	Chapter 19	Effective Delegation at Staff.com		Chapter 19	05/12/22	
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- <b>Includes</b> cover page, table of contents, and appendix			
<b>Total Possible Points</b>			<b>1000</b>	<b>See syllabus for extra credit/bonus points</b>			

## 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://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf). *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.* [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**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 Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Counseling Statement:** Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

**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 2022 with a “W”:**

1<sup>st</sup> 8-week session- March 2<sup>nd</sup>

16-week session- April 25<sup>th</sup>

2<sup>nd</sup> 8-week session- May 4<sup>th</sup>

Mini session- June 3<sup>rd</sup>

**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.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland’s Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with [Governor Abbott's May 18 Executive Order](#), face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.