



**BUSG-2309.201CL**  
**Small Business Management/Entrepreneurship**  
**Spring 2024**  
**Monday 6pm – 8:50pm**  
**ICB 308**

**Instructor Information:**

Deane H. Schneider, Dr.B.A.  
Assistant Professor of Business  
[dschneider@com.edu](mailto: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	<u>12:30pm - 2pm</u> AND <u>3:30pm – 6pm</u>
Tuesday	<b>by appointment only</b>
Wednesday	<u>12:30pm - 2pm</u> AND <u>3:30pm – 6pm</u>
Thursday	<b>by appointment only</b>
Friday	<b>by appointment only</b>

**Required Textbook:**

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

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

**Entrepreneurship**

**Laverty & Littel**

**OpenStax**

**B&W Paperback (2020): ISBN-13: 978-1-975076-34-4**

**Digital (2023): ISBN-13: 978-1-947172-70-8**

**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. SCORE ([Home page | SCORE](#)) is highly recommended. 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 **15 Chapter Quizzes (in D2L)**. The quizzes consist of 10 questions (multiple choice; matching; T/F) and are worth 10 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.

### Business Plan:

Students will create a **15-to-25-page business plan** (excluding title page, table of contents, and appendix). The business plan is divided into two sections. Business plans should follow APA format regarding line spacing, margins, font, etc.

***The business plan template is located in the “Business Plan Assignments-READ” module and is already in APA format!***

**Component Assignments:** Students will create the business plan through 9 components (assignments) worth 55 or 80 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 9 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 205 points.

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

## Determination of Course Grade/ Detailed Grading Formula:

15 Chapter Quizzes (10 pts each)-.....150 points  
9 Component Assignments-.....645 points  
    6 Major Components (80 pts each)- 480 points  
    3 Minor Components (55 pts each)- 165 points

**Completed Business Plan-.....205 points**

**Total-.....1000 possible points**

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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.

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

Late work will be accepted as follows with a 20% penalty applied.

**Quizzes:** 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 5/2/2024.

***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 APA 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 APA format learning session has taken place. Students may schedule more than one learning session, but the bonus points will only be applied once. **APA 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>

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 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 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 D2L. 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 the faculty 48 business 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.	<b>Critical Thinking Skills</b> <b>Communication Skills</b> <b>Empirical and Quantitative Skills</b> <b>Personal Responsibility</b> <b>Social Responsibility</b>	Quizzes 1-15 (select questions)  Business Plan

**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 (<https://www.com.edu/student-services/student-handbook.html>). 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 Andrew Gregory, Department Chair, Business and Accounting at 409-933-8339 or [agregory2@com.edu](mailto: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 2024	
Schedule of Activities (16-week course)					
Dates	Required Reading	Business Plan Components	Chapter Quizzes	Due Date (Midnight)	
Week 1 (Jan 16-21)	Chapter 7 <b>AND ONLY 11.4</b> "The Business Plan"		Chapter 7	01/21/24	
Week 2 (Jan 22-28)	Chapter 13	Description of Business	Chapter 13	01/28/24	
Week 3 (Jan 29-Feb 4)	Chapter 4	Product Plan	Chapter 4	02/04/24	
Week 4 (Feb 5-11)	Chapter 15	Management Plan	Chapter 15	02/11/24	
Week 5 (Feb 12-18)	Chapter 1		Chapter 1	02/18/24	
Week 6 (Feb 19-25)	Chapter 5	Marketing Plan, Part 1	Chapter 5	02/25/24	
Week 7 (Feb 26-Mar 3)	Chapter 2		Chapter 2	03/03/24	
Week 8 (Mar 4-10)	Chapter 8	Marketing Plan, Part 2	Chapter 8	03/10/24	
<b>Spring Break (Mar 11-17)</b>					
Week 9 (Mar 18-24)	Chapter 12	Operations Plan, Part 1	Chapter 12	03/24/24	
Week 10 (Mar 25-31)	Chapter 14	Operations Plan, Part 2	Chapter 14	03/31/24	
Week 11 (Apr 1-7)	Chapter 3		Chapter 3	04/07/24	
Week 12 (Apr 8-14)	Chapter 9	Financial Plan	Chapter 9	04/14/24	
Week 13 (Apr 15-21)	Chapter 11	Executive Summary	Chapter 11	04/21/24	
Week 14 (Apr 22-28)	Chapter 10		Chapter 10	04/28/24	
Week 15 (Apr 29-May 5)		<b>Complete Business Plan</b> <b>DUE 5/2/2024</b>		05/02/24	
Week 16 (May 6-9)	Chapter 6		Chapter 6	05/09/24	
Point Values			Important Notes		
Activity	Point Value	# of Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)	
Chapter Quizzes	10	15	150	Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved	
BP Components	55 or 80	9	645	BP Components- correct components and turn in with completed BP	
Complete BP	205	1	205	Complete BP- <b>Includes</b> cover page, table of contents, and appendix	
<b>Total Possible Points</b>			<b>1000</b>	<b>Any bonus points are at the discretion of the instructor. (See syllabus)</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 [Student Handbook 2023-2024 v2.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.*

**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](mailto: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 2024 with a “W”:**

**1<sup>st</sup> 8-week session-** February 28<sup>th</sup>

**16-week session-** April 22<sup>nd</sup>

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

**Mini session-** May 29<sup>th</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.

**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).