

BUS130: Small Business Management

Welcome to BUS 130, Small Business Management. This class will teach you about the startup and operation of the small business. I teach this course with the assumption that you will all go out and start your own business - I hope you do! With that said, I take my responsibility very seriously. The content of the course, the assignments, and the way that I have selected to provide feedback is designed to be constructive, but realistic. I sincerely hope you find the class interesting and enjoyable. Should you decide not to take the path of entrepreneurship, I hope you learn some valuable lessons and concepts you can apply to current and future personal and business dealings.

Be sure to keep a copy of this Syllabus with you for easy reference.

Course Description

This course is designed to introduce students to the professional management of small to medium sized businesses. All aspects of opening and running a small business will be addressed. Issues such as start-up decisions, financing, marketing, human resource management, operations, administration and strategic planning will be addressed. Students will learn how to analyze business problems and create the startup documentation needed to obtain financing.

Course Details

Semester: Spring 2014 – January 13 – May 19, 2014

Units: 3 hours; **Prerequisites:** None; **Acceptable for Credit:** CSU, UC

Section: 1256 **Meeting Times:** Mondays/Wednesdays 2:00-3:20PM

Class Web Site: <https://blackboard.miracosta.edu>

Course Objectives & SLOs

Discipline Mission Statement: The business and accounting programs at MiraCosta educate, develop and prepare students to successfully meet the multidisciplinary, technological and ethical challenges of a dynamic global business environment.

To achieve this mission, MiraCosta is committed to providing you a coherent and meaningful education. To that end, the Business Administration faculty identified three outcomes that you should be competent in as a result of your studies with us. They are:

- Appraise one's own skills, abilities and values to determine optimal fit in the global business environment
- Analyze and evaluate performance in a given business situation.
- Propose and evaluate the viability of a business opportunity.

General Objectives: My goals go beyond having you just learn the subject matter. I hope the course and the activities appeal to a variety of learning styles to keep everyone active and interested. As you proceed through the course, you will:

- Learn the subject matter and remember the key points
- Develop a good overview of how small business operations are similar to and differ from large businesses
- Be able to apply the concepts to your own business and personal situations
- Think about social and practical consequences of ethical decisions in the workplace
- Improve your oral and written communication skills
- Discover and explore some interesting web sites that will be useful to you

Instructor Information

Name: Christina Hata; **Background:** MS (Management): University of LaVerne; BS (Business Administration): California State University

Office: Room 4810 in the Business Department (Oceanside Bldg. 4800) (shared with Tom Severance).

Scheduled Office hours: Tuesdays 11am-12pm, Wednesdays 12:30pm-1:30pm (unless other obligations interfere). I am in the office most other weekdays at various times. Feel free to stop in if you see me in the office at any time, even if outside the normal office hours, or email/call to arrange a meeting if necessary.

E-mail: chata@miracosta.edu; **Home Page:** <http://www.miracosta.edu/home/chata>

Phone/message: (760) 757-2121 x 6399; **Fax:** (760) 795-6770

Important Note about Communication: The best way to get in contact with me is by email. I receive email 24 hours a day and can frequently respond within one or two hours. Please do remember that I teach six classes and generally have approximately 250 students each semester, it is **VERY IMPORTANT** to include your full name, class and section number in all email communications. Failure to do so may result in your email being deleted without reading.

Course Philosophy: Together the students and instructor in this course will be creating a learning community. *All members of this community are responsible for ensuring that learning takes place.* Thus, preparation and **contribution** to discussion are very important. Students are expected to complete the assigned reading and preparatory assignments, contribute meaningfully and substantively and complete and submit all assignments by their due dates. The nature of the learning activities includes lecture, discussion, homework, simulations, and short writing assignments.

Course Materials

Required Text: There is no required text to purchase. Reading materials will be provided on Blackboard. Reading assignments will consist of open resources – textbooks, articles, videos and cases available for download from the Internet.

Course Content

Major Assignments:

The Business Plan: The Business Plan is a written document that describes a business, its strategies, finances, objectives, and financial forecast. In short, it is a business owner's recipe for success. This semester you will develop a business plan that contains all of the following required components: the Executive Summary, Financial Plan, Management Plan, Marketing Plan, and Operations Plan. This project will be between 10 and 15 pages in length. This is a college level assignment and I will grade for spelling and grammar. Your business plan will also be presented to the class.

Case Analysis: Cases will be assigned throughout the semester. Points will be assigned for quality, not necessarily quantity. Your answers should be thoughtful, concise, and well written.

Homework: Homework may will be assigned throughout the semester. Homework assignments may include, but are not limited to the following: short (2 pages) reaction papers, business problem diagnosis and recommendations and short projects.

Course Grading

Course Evaluation:

Business Plan	100 points
Business Plan Drafts(2 @ 20pts)	40 points
Business Plan Presentation	25 points
In Class Activities	75 points
Cases and Special Assignments	60 points
Quizzes/Exams	150 points
Total	450 points

Subject to adjustment (lowering) by Instructor in her sole discretion at the end of the semester, the letter grading will be: (percentage of total possible points)

- A (Excellent): 90% +

- B (Good) 80-89%
- C (Average) 70-79%
- D (Below Average) 60-69%
- F (Failure) less than 60%

Incomplete Grade: Students seeking an “Incomplete” grade must consult with me in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

Pass/ No Pass Grading Option (for graded classes): You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

Course Rules & Expectations

Expectations of Students: All students are expected to be present, to be prepared, and to contribute actively to discussion in ways that enrich the quality of learning for all. Reading and project/written assignments specified on the course calendar are to be completed **prior** to the due date. Written assignments and projects are due on the dates shown.

We have a contract as joint participants in the course: we are responsible for coming together as prepared professionals, with ownership of our time and a stake in ensuring that it is spent in ways that are valuable to us both individually and as a group.

Expectations of Faculty: To be prepared; to return student papers promptly, with appropriate feedback; to be available during office hours and by appointment, to meet with students; to be frequently responsive to email messages; to hold high standards for all of us. Faculty and students together are responsible for creating and sustaining a safe environment that facilitates learning, openness, personal growth, and mutual trust and respect. **The faculty is committed to the success of each student.**

Late Work Acceptance Policy: Late homework and quizzes are not accepted. I absolutely understand that sometimes things happen to inhibit your ability to complete assignments (work, personal matters, etc). However, this course is a business course and is designed in part to prepare you for the business world, where deadlines simply cannot be missed! I will accept late projects with a penalty of 10% per each day late (1 day late = 10%, 2 days late = 20%, etc).

Academic Honesty: Each student is responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

- All tests, term papers, oral and written assignments, recitations, and all other academic efforts are to be the work of the student presenting the material.
- Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a “quotation” format.

Plagiarism and Ethics Policy: Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy material from books, publications, the Internet, other students' work, or any other source without proper attribution. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source. I understand that my failure to cite in accordance with the instructor's guidelines will result in a score of 0 for the assignment.
- I agree that, unless approved by the instructor, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.
- I acknowledge that failure to comply with any of the above statements may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructor in her sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

Class Rules: Please be prepared. Attend regularly. Be on time for class. Pay attention in class. Participate and act interested in the subject. Do not engage in any form of academic dishonesty. **RESPECT** fellow students and instructor. Don't bring food or uncovered beverages into the classroom. Turn off all cell phones.

Attendance: Regular attendance for the full class period is important. Please inform me if you will unavoidably miss two consecutive class sessions. Also, be sure not to miss any classes during the first two weeks, and not miss more than four total classes for the semester. Do not interrupt class by entering the classroom if you are more than 10 minutes late. When arriving late, you must take the closest available seat to the door. Violations subject you to being dropped at instructor's sole discretion.

Class Withdrawal Rules: Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are attending and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance):

- Failure to complete any assignment during the first two weeks of the semester
- Missing ANY class during the first two weeks
- Missing 2 consecutive classes or 4 total classes during the semester
- Failure to complete 2 consecutive or 4 total Assignments of any type

College Policies & Services

Verified Disability: A student with a verified disability may be entitled to appropriate academic accommodations. Please contact me and/or the Disabled Students Program & Services Office at (760) 795-6658, or the office of the ADA Coordinator at (760) 795-6866.

Important Dates and Drop Information:

- January 24, 2014 (Friday): Last day to ADD classes.
- January 24, 2014 (Friday); Last day to DROP classes with no grade and no "W".
- February 13, 2014 (Thursday): Last day to file Petition for Degree/Certificate and to file for Credit/No Credit; Consider this option if you do not need a letter grade.
- April 18, 2014 (Friday): Last day to Drop class with "W" grade; Drops after that receive a letter grade (generally an "F"); If you discover this course is not for you, make sure to drop by this date. **Students are responsible to complete all necessary paperwork if they decide to withdraw from class.**

Tutoring and Academic Support Center (TASC): offers free tutoring for this course (and others) at the HUB. For more information call (760) 944-7748 ext. 7748 or just drop by the HUB. I urge you to take advantage of this valuable resource.

The Writing Center: The Writing Center offers assistance with any writing assignment. It has been my experience that writing skills are a critical component of success in the workplace. Develop good skills now! You can drop in for a 15 minute consultation or make an appointment for one-on-one help. Like the TASC, the Writing Center is located in the HUB. For more information call (760) 795-6861. These people are here to help you – take advantage!

Library Resources: The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: www.miracosta.edu/library.

Note for Online Coursework: Some hours of in-class instruction will be substituted with equivalent online activities.

IMPORTANT NOTICE: This syllabus is subject to change at any time at the discretion of the instructor; notice will be given to the students through an announcement in class, by email, or with an announcement on the class Blackboard site.

**BUS130: Small Business Management
Spring 2014 Schedule**

Week	Date	Topic	Read for Class	Assignment Due (points)
1	01-13	Introductions		
1	01-15	The Entrepreneur	Principles of Entrep.; WSJ: So you want to be...; McCubbrey: Ch2 (pgs 45-54)	
2	01-20	No Class - Holiday		
2	01-22	Business Idea Generation	Entrepreneur: What every entrepreneur can learn from the hair club for men; Inc: How to refine your business idea;	In-Class Activity (5)
3	01-27	Buying a Business/ Franchising	Nolo.com: What you need to know WSJ: Franchisors sweeten the pot to woo buyers	In-Class Activity (5)
3	01-29	The Business Plan	WSJ: Why business plans don't deliver; business.gov: How to write a business plan (review)	In-Class Activity (5)
4	02-03	Strategic Planning	Personnel today: How to conduct a SWOT; TBD	In-Class Activity (5)
4	02-05	Strategic Planning	Ritson: Ch's 6 – 8 pgs. 32-46	In-Class Activity (5)
5	02-10	Strategic Planning		In-Class Activity (5)
5	02-12	Sustainable Business Practices	Scott: Ch's 1 and 2; WSJ: Greener and Cheaper; Tom's Shoes	SWOT due (20)
6	02-17	No Class - Holiday		

6	02-19	Exam #1		(50)
7	02-24	Marketing Fundamentals Preparing your Draft	WSJ: Mistakes marketers make; Burnett: Ch's 1 and 2	In-Class Activity (5) Sustainable Business (10)
7	02-26	Marketing Fundamentals		In-Class Activity (5)
8	03-03	Marketing Research/ Buyer Behavior	Burnett: Ch's 3 and 4; WSJ: Food firms cook up ways...	In-Class Activity (5)
8	03-05	Advertising/ Promotions	Burnett: Ch 8	In-Class Activity (5)
9	03-17	Location Selection	Entrepreneur.com: Choosing a location for your business	
9	03-19	Doing Business Ethically	McCubrey: Ch 12; WSJ: Rotten in Denmark	In-Class Activity (5)
10	03-24	Digital Marketing and SEO		Location Analysis Due (10) In-Class Activity (5)
10	03-26	Exam #2		(50)
11	03-31	Accounting for Marketing Majors	Mc Cubbrey: Ch9	Marketing Plan Draft Due (20) In-Class Activity (5)
11	04-02	Accounting for Marketing Majors		In-Class Activity (5)
12	04-07	Merchandising, Depreciation and Pricing	Burnett: Ch 9	Case Due: Salsaholics (20)
12	04-09	Merchandising, Depreciation and Pricing		In-Class Activity (5)
13	04-14	Finding Money		In-Class Activity (5)
13	04-16	Legal Forms of Organization		Financial Plan Draft Due (20)
14	04-21	Exam #3		(50)
14	04-23	Management Fundamentals	Scott: Ch's 3, 4 and 6; WSJ: What do managers do	
15	04-28	Managing People/ Human Resources	Scott: Ch 9 and 17, McCubrey: Ch 5	
15	04-30	Operations Management	Mc Cubbrey: Ch's 7 and 8; WSJ: Stores count seconds	
16	05-05	Guest Speaker		
16	05-07	Business Plan – Final Review		
	05-12			Business Plan Due (100), Presentation (25)
	05-19	Business Plan Presentations 2:30 PM		