



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**Small Business Management**

**BUSG 2309 Section 01**

**Scott M. Bryant, CPA**

**NOTE: This is a 16-week online course.**

**COVID 19 Notice:**

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website on any changes to these guidelines.

## Small Business Management

BUSG 2309.01

### **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

Semester Hours 3 (3 lecture)

### **Prerequisites and/or Corequisites:**

Completion of BUSI 1301 Business Principles (formerly known as Survey of Business).

### **Course Notes and Instructor Recommendations:**

1. This class is fully online and we will not have any face to face meetings.
2. The required text and class materials are listed on the following page. Make sure you purchase the textbook and an access code to Pearson MyLab.
3. If you purchase a used book, you should be able to purchase an access code to Pearson MyLab directly through the Pearson website.
4. Assignments will be completed in Pearson MyLab. There are registration instructions for MyLab posted in Brightspace.
5. Download or print the detailed schedule and refer to it regularly.
6. Expect to do the following each week:
  - a. Read the text
  - b. Complete warm up assignments; dynamic study modules; video assignments
  - c. Chapter quizzes
7. Don't procrastinate. Much of your college success is about time management and discipline.
8. Contact me if you need clarification about anything.
9. When sending out class messages I will be using MCC's email system. Be sure to check your MCC email account regularly.

I recommend that you commit to be a lifetime learner, meaning that you never stop being curious and learning new things. Be in the habit of reading outside of school and subscribe to trade magazines, read blogs, and seek out mentors.

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### **Instructor Information:**

Instructor Name:	Scott M. Bryant
MCC E-mail:	sbryant@mclennan.edu
Office Phone Number:	254.299.8510
Office Location:	BTB (Business Technology Building; Office #212
Office Hours:	Monday-Thursday 1:30-3:30

**I will do my best to schedule an appointment with you if you can't make it by during normal office hours. Don't be afraid to ask!**

### **Instructional Uses of Email:**

When sending emails, I will use your MCC student email address. Please make sure and check your MCC email on a daily basis.

### **Required Text & Materials:**

Title:	Entrepreneurship <u>with MyLab Access</u>
Edition:	5 <sup>th</sup>
ISBN:	9780135247228
Author:	Mariotti
Publisher:	Pearson Education

**MCC Bookstore Website:** <http://www.mclennan.edu/bookstore/>

### **Methods of Teaching and Learning:**

This course is based on reading, chapter warm up assignments, dynamic study modules, video assignments with corresponding questions, chapter quizzes, and a final exam.

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### **Course Objectives and/or Competencies:**

These are general course objectives. See the chapter folders in Brightspace for detailed chapter learning objectives.

1. Define entrepreneurs and entrepreneurship
2. Understand pathways to success
3. Understand how to create business from opportunity
4. Learn how to explore a potential market
5. Define a marketing mix and plan
6. Understand smart selling and effective customer service
7. Understand start-ups costs, fixed costs, and variables costs
8. Learn how to read financial statements
9. Understand cash flow and taxes
10. Learn about financing strategies
11. Understand potential legal issues and risk management
12. Understand general operating principles
13. Define management, leadership, and ethical practices
14. Understand franchising, licensing, and cashing in on a business

### **Course Outline or Schedule:**

This is a very general schedule. There is a detailed schedule posted in Brightspace. I highly recommend that you print the detailed schedule so that you can look at it regularly.

Week 1	Brightspace Introductions & Register for Pearson MyLab
Week 2	Chapter 1
Week 3	Chapter 2
Week 4	Chapter 3
Week 5	Chapter 4
Week 6	Chapter 5
Week 7	Chapter 6
Week 8	Chapter 7
Week 9	Chapter 8
Week 10	Chapter 9
Week 11	Chapter 10
Week 12	Chapter 11
Week 13	Chapter 12
Week 14	Chapter 13
Week 15	Chapter 14
Week 16	Final Exam

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### **Course Grading Information:**

	Quantity		Points		
Warm up Assignments	14	@	25	=	350
Dynamic Study Modules	14	@	50	=	700
Video Assignments	11	@	25	=	275
Simulations	7	@	25	=	175
Quizzes	14	@	100	=	1400
Final Exam	1	@	400	=	400
Total Class Points:					3,300

Your course grade will be determined as follows:

Total Points Earned	Class Grade
0 - 1,962	F
1,963 - 2,292	D
2,293 - 2,622	C
2,623 - 2,952	B
2,953 - 3,300	A

### **Warm up Assignments**

Warm up assignments are multiple choice questions that help introduce you to the material. You have unlimited attempts on the warm-up assignments.

### **Dynamic Study Modules**

Dynamic study modules continuously assess your performance and will adjust the content of the questions depending on your answers. Dynamic study modules are meant to be your second exposure to the material and should help prepare you for the quizzes.

### **Video Assignments**

Video assignments consist of a short video and 4-5 multiple choice questions. You will have 2 attempts on video assignments.

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### **Simulations**

Simulations will have you answer questions based on business scenarios. You might not always agree with the answer that is considered correct by the publisher, but you will have 3 attempts to earn the grade you desire.

### **Quizzes**

Quizzes are open note/open book and will be the capstone assignment for each chapter. You will only have one attempt per quiz and they will be timed. Quizzes should not be difficult if you read the text and complete the warm up assignments and dynamic study modules.

### **Final Exam**

You will have a comprehensive final exam at the end of the semester.

### **Late Work, Attendance, and Make Up Work Policies:**

All assignments will have a late penalty of 5% per day. All assignments are due by Sunday, May 2 at 11:59 pm. Attendance will be based on assignment completion. You must complete at least one assignment each week to be counted in attendance. If no assignments are completed for a week, you will be counted absent for that particular week.

### **Student Behavioral Expectations or Conduct Policy:**

Students are expected to maintain classroom decorum that includes respect for other students and the instructor, prompt and regular attendance, and an attitude that seeks to take full advantage of the education opportunity.

### **\* [Click Here for the MCC Academic Integrity Statement](#)**

**([www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity))**

The link above will provide you with information about academic integrity, dishonesty, and cheating.

### **\* [Click Here for the MCC Attendance/Absences Policy](#)**

**(<https://www.mclennan.edu/highlander-guide/policies.html>)**

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

*\*You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*

# McLennan

C O M M U N I T Y

# COLLEGE

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## ACADEMIC RESOURCES/POLICIES

### **Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto:SuccessCoach@mclennan.edu). Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

### **MCC Foundation Emergency Grant Fund:**

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at [https://www.mclennan.edu/foundation/docs/Emergency\\_Grant\\_Application.pdf](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

### **Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

### **Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

### **Minimum System Requirements to Utilize MCC's D2L|Brightspace:**

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

**Email Policy:**

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

**Instructional Uses of Email:**

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

**Email on Mobile Devices:**

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email [Helpdesk@mclennan.edu](mailto:Helpdesk@mclennan.edu) for help.

**Forwarding Emails:**

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity) for information about academic integrity, dishonesty, and cheating.

**Accommodations/ADA Statement:**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit [www.mclennan.edu/disability](http://www.mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

Room 319, Student Services Center



**Title IX:**

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at [www.mclennan.edu/titleix/](http://www.mclennan.edu/titleix/). It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

**Disclaimer:**

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.