



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

IMPLEMENTING A BUSINESS PLAN

BMGT 1391.01

SCOTT M. BRYANT

NOTE: This is a 16-week course.

IMPLEMENTING A BUSINESS PLAN

BMGT 1391.01

Course Description:

This course presents fundamentals on how to start and operate a small business. Topics include facts about small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues.

Prerequisites and/or Corequisites:

BUSG 2309

Instructor Information:

Instructor Name:	Scott M. Bryant
MCC E-mail:	sbryant@mclennan.edu
Office Phone Number:	254.299.8510
Office Location:	MAC 227
Office Hours:	Mon & Wed 8:30-11:30 Tue & Th 8:30-9:30

Required Text & Materials:

TBA: I will ask you to select one book on the topic of business management and you will be assigned a summary over the book of your choosing. You will also be asked to lead a short class discussion over the book. The book needs to be approved by your professor by the third week of class.

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

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, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

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.

IMPLEMENTING A BUSINESS PLAN

BMGT 1391.01

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be contacted/notified through 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.

* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace \(www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements\)](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Methods of Teaching and Learning:

This is a project based course that will be conducted somewhat as an independent study. Your individual project will be based on an agreement that is established between you and your professor based on your individual business plan.

Course Objectives and/or Competencies:

After completion of this course the student should be able to:

1. Explain the purpose of your business.
2. Outline the business plan.
3. Present the business plan and explain the supporting documentation.
4. List and describe each of the functions in the management process.
5. Explain and demonstrate the decision-making process.
6. Understand the federal labor laws and explain major provisions of each.
7. Evaluate the four parts of the marketing mix and explain the marketing concept and how you will implement it with your business.
8. Provide the demographics of the geographic area for the business.
9. Analyze the life cycle of a product/service that you are creating.
10. Explain and apply break-even analysis.
11. Complete the principal accounting for the new business.
12. Explain the functions of cash flow for the business.
13. Evaluate and choose between ethical courses of action in your business.

The course is designed to achieve the seven foundation competencies that are essential to the effectiveness of an employee, a professional, a manager, and/or a leader. The Seven Competencies are:

Managing Self: The overall ability to assess your own strengths and weaknesses, set and pursue professional and personal goals, balance work and personal life, and engage in new learning-including new or modified knowledge, skills, behaviors and attitude.

IMPLEMENTING A BUSINESS PLAN

BMGT 1391.01

Managing Communication: The ability to use all the modes of transmitting, understanding, and receiving ideas, thoughts, and feelings-verbal listening, nonverbal, written, electronic, and the like-for accurately transferring exchange information and emotions.

Managing Diversity: Involves the overall ability to value unique individual and group characteristics, embrace such characteristics as potential sources of organizational strength, and appreciate the uniqueness of each individual.

Managing Ethics: The overall ability to incorporate values and principles that distinguish right from wrong in making decisions and taking action.

Managing Across Cultures: Recognizing and embracing similarities and differences among nations and cultures and then approach relevant organizational and strategic issues with an open and curious mind.

Managing Teams: The ability to develop, facilitate, and lead groups to achieve goals.

Managing Change: Recognizing and implementing needed adaptations or entirely new transformations in people and the tasks, strategies, structures, or technologies in their areas of responsibility

Late Work, Attendance, and Make Up Work Policies:

Generally no late work will be accepted unless you have made specific arrangements with me. Some assignments will have specific late work policies.

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)

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

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

(www.mclennan.edu/highlander-guide/policies)

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

IMPLEMENTING A BUSINESS PLAN

BMGT 1391.01

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. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

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

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

*** Click Here for more information about Title IX**

(www.mclennan.edu/titleix)

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 or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) 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.

** 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.*