



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

SMALL BUSINESS MANAGEMENT

BUSG 2309.01

SCOTT M. BRYANT

NOTE: This is a 16-week course.

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Course Description:

Presents fundamental insights 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. 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:

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.

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

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!

When sending out class messages I will be using MCC's email system. Be sure to regularly check your MCC email account.

Required Text & Materials:

TBA: I will ask you to select one book on the topic of selling 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.

For class lecture I will provide you with note outlines and handouts that we will cover in class. You might be assigned various articles to read throughout the semester as well.

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

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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.

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](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)
(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 course is based on reading, lecture, discussion, and the preparation of a business plan (including the corresponding research to prepare the plan).

Course Objectives and/or Competencies:

The goals of this course are that you:

1. Learn about starting and running a business.
2. Apply the concepts learned to your specific business idea.
3. Take part in class discussions, assignments, and group work.

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4. Develop a viable business plan.

Course Outline or Schedule:

This is a tentative schedule. We will frequently have guest speakers in this class and therefore I expect the schedule to change based on the needs of our guest speakers. When changes are made to the schedule, I will email you an update and announce the update in class. We will also use some type of group text for schedule updates.

Week 1	Introductions & Class Activities
Week 2	Business Brainstorming Session & Balance Sheet
Week 3	Guest Speaker
Week 4	Business Formation/Structures; Sources of Financing
Week 5	Guest Speaker
Week 6	Market Research/Stmt Cash Flows vs. Cash Budget
Week 7	Guest Speaker
Week 8	Income Statement (including revenue and expense forecasting)
Week 9	Guest Speaker
Week 10	Management/Payroll/Taxes/Various Reporting, Legal, Accounting
Week 11	Guest Speaker
Week 12	Cost-Volume-Profit Analysis
Week 13	Book Presentations
Week 14	Guest Speaker
Week 15	Business Plan Work Day
Week 16	Presentations

Course Grading Information:

Your course grade will be determined as follows:

Attendance	4%
Journals	16%
Class Activities & Homework	5%
Business Plan	50%
Book Summary/Discussion	15%
<u>Quizzes</u>	<u>10%</u>
Total	100%

90-100%	A
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80-89%	B
70-79%	C
60-69%	D
0-59.%	F

Attendance

0-1 absences	4 out of 4%
2 absences	2 out of 4%
3 absences	1 out of 4%
4 absences	Dropped from class (more than 25%)

Journals

You will be asked to prepare discussion questions in advance of having guest speakers and you will be asked to prepare a summary after we have met with each guest.

Class Activities and Homework

This portion of your grade will include various group activities and homework assignments.

Business Plan There will be multiple parts to your business plan that will be due at various times throughout the semester. This portion of your grade also includes your business plan presentation at the end of the semester.

Case Studies and Quizzes

We will discuss several case studies in class and you will be assigned a write-up on these cases. You will have several quizzes in class that will be announced at least a week in advance.

Late Work, Attendance, and Make Up Work Policies:

Generally no late work will be accepted and quizzes may not be made up after the assigned date 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.

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*** [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.

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.

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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.*