



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

Entrepreneurship/Small Business Management

Small Business Management –

BUSG 2309.87

Dr. Brenda Joy Atchison

NOTE: This is a 16-week 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 at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

SMALL BUSINESS MANAGEMENT

BUSI 2309.87

Course Description:

Presents fundamental on how to start and operate a small business. Topics include facts about a 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:

It is important to seek out thought leaders in the area of small business through subscriptions to trade magazines, blogs and memberships in trade organizations specific to your small business. You may communicate with me through brightspace email. I will respond to email as expeditiously as possible.

Instructor Information:

Instructor Name: Dr. Brenda Joy Atchison

MCC Email: batchison@mclennan.edu

Office Phone Number:

Office Location: Online

Office/Teacher Conference Hours:

Other Instruction Information:

Required Text & Materials:

Title: Entrepreneurship and Small Business Management

Author: Steve Mariotti and Caroline Glackin

Edition: 5th

Publisher: Pearson

ISBN: 13 9780135247211

Note: bundle e-text and mylab

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

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

Methods of Teaching and Learning:

A variety of techniques and educational media will be utilized to expose the student to relevant business subject matter in an interesting, interactive format. This methodology will include discussion roundtables, informative websites, field experiences, expert coaching, library assignments, and individual business plans. The chapter readings and assignments reflect the knowledge required for the successful completion of this course. Many of the activities will involve the praxis of individual and collective theoretical orientations.

Spring 2022 Course Outline or Schedule:

Week beginning	Chapter readings	Assignments
Week 1 January 10	<u>Unit 1:</u> Chapter 1: Enepreneurs and Entrepreneurship	Read Syllabus/Schedule/ Post Bio (DB1) Begin reading chapter 1

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Week 2 January 17	Chapter 1: (continued)	Complete Mylab Chapter 1 Dynamic Study Modules SWOT analysis
Week 3 January 24	Chapter 2: Pathways to Success: Processes and Instruments	Complete Mylab Chapter 2 Dynamic Study Modules Case study 1 <i>Foursquare Swarm</i> (p.33)
Week 4 January 31	Chapter 2: (continued)	Complete Mylab Chapter 3 Dynamic Study Modules The business canvas
Week 5 February 7	Chapter 3: Creating Business from Opportunity	Complete Mylab Chapter 4 Dynamic Study Modules Review Honest Tea Business Plan Draft mission statement
Week 6 February 14	<u>Unit 2:</u> Chapter 4: Exploring Your Market	DB2 My business idea Porter's 5 forces Primary Research
Week 7 February 21	Chapter 5: Developing the Right Marketing Mix and Plan	Complete Mylab Chapter 5 Dynamic Study Modules Case Study 2 <i>Michael Elliot</i> (p.162)
Week 8 February 28	Chapter 6: Smart Selling and Effective Customer Service	Secondary research Complete Mylab Chapter 6 Dynamic Study Modules Mid-term exam
Week 9 March 7	Spring Break	No Classes

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Week 10 March 14	<u>Unit 3:</u> Chapter 7: Understanding and Managing Start up, Fixed and variable Cost	Complete Mylab Chapter 7 Dynamic Study Modules DB3 Watch an episode of Shark Tank, write a review Start-up checklist, Review EOU
Week 11 March 21	Chapter 8: Using Financial Statements to guide your business	Complete Mylab Chapter 8 Dynamic Study Modules Case Study 3 <i>Gentle Rest Slumber, LLC</i> (p.287)
Week 12 March 28	Chapter 9: Cash Flow and Taxes Chapter 10: Financing Strategy	Complete Mylab Chapter 9
Week 13 April 4	Unit 4 Operating a Small Business Effectively	DB4 “what legal structure will I use?”
Week 14 April 11	Chapter 11: Addressing Legal Issues and Managing Risk	Case Study 4 AYZH, Inc. (p. 460)
Week 15 April 18	Chapter 12 Operating for Success	
Week 16 April 25	Chapter 13: Management, Leadership & Ethical Practices	Complete Mylab Chapter 13 Dynamic Study Modules Elevator Pitch
May 2	Chapter: 14 Franchising,	Final Business plan/ Final Exam (May 3)

Course Grading Information:

Grading Elements:

Activity	Points	Total Points
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Mylab Dynamic Modules	10 (10)	100
Case Study	50 (4)	200
Mission Statement	25	25
Discussion Board	25 (4)	100
Mid-term Exam	100	100
Final Exam	100	100
Primary research	75	75
Secondary Research	75	75
Elevator Pitch from Canvas	75	75
Final Business Plan	150	150

Grades will be figured on a 1000 total point system. The points are broken down as follows:

LETTER GRADE	POINTS
A	900-1000
B	800-899
C	700-799
D	600-699
F	599 and below

Late Work, Attendance, and Make Up Work Policies:

It is the student's responsibility to request makeup assignments. Assignments must be made up within 5 class days or a zero will be given. All assignments will have a late penalty of 10 points per day. All assignments are due by Sunday, May 1st 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:

Correspondence within the various discussion boards are to be free of profanity and disparaging comments. Students are expected to maintain classroom decorum/or internet etiquette (as described on the blackboard) 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. All class participants are encouraged to engage in debate and challenge ideas that are different than your own. However, everyone has a right to his or her opinion and respect of those opinions are expected and required. Post that fail to reflect this intent will be deleted. In that vein, As stated in the General Conduct Policy as printed in the MCC Highlander's Guide, "the term cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or exams; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments, or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the MCC faculty or staff. Persons violating any of these policies are subject to immediate removal and/or exclusion from the MCC premises or activities. Such removal or exclusion shall be in addition to and not in lieu of further disciplinary action as set forth herein (See pages 16-20 of the Highlander Guide for student code of conduct)

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<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 additional guidelines specific to this course.

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

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.

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

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 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/. 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.

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. 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.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

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

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

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.

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 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.

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.