

**BUS-32—Small Business Management**

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Required Text: Small Business Management:
 Launching and Growing Entrepreneurial Ventures
 by Longenecker Moore Petty Palich 15th Edition

ISBN-10: 0324827830

Publisher: South-Western College Pub.

All students must have their own book, calculator, and materials at all times.

Contract Statement: Please Note: This syllabus is NOT a legal covenant or contract between the instructor and student. It is an informal publication designed to provide the student with general guidance during the semester. The schedule and procedures for this course are subject to change at the discretion of the instructor. This schedule may change as circumstances warrant.

SUPPLEMENTAL READING: Supplemental reading is **required!** Magazines, Newspapers articles, press releases, Internet Magazines, Television News, etc. (Student choice) are required outside reading in addition to the required text. Learning strategies (include, but not are not limited to;) readings from textbooks, journals, magazines, white papers, and online Internet sources, writing assignments such as written responses to discussion questions. Conceptual presentations to demonstrate a level of understanding on material(s) presented via classroom discussions and presentations.

COURSE DESCRIPTION: Business 32 is designed to provide students with a basic understanding of the operation and management of small business in the American economic system so that they may gain information that will enable them to operate a business and/or pursue an interest in business management. (AA, CSU)

COURSE OUTLINE: BUSINESS 32 composed of eighteen (18) weeks – meeting one (1) day a week for approximately (3) three hours. These classes will be a lecture class. Class will cover a wide range of topics and applications, new concepts, small group discussions & presentations, laboratory demonstration & step-by-step sequencing to demonstrate techniques.

COURSE OBJECTIVES: BUSINESS 32 is to focus on the knowledge needed to start, lead, and manage a small businesses.

STUDENT LEARNING OUTCOMES:

1. Student will be able to identify and contrast the three routes to business ownership (new startup, buyout and franchise) and be able to identify the advantages and disadvantages of each route.
2. Student will be able to identify and contrast the different types of entrepreneurship (founder, franchisee, entrepreneurial team, artisan, and opportunistic entrepreneur).
3. Students will be able to identify the components of a business plan and its relationship to the development of the overall strategy for starting and running a business.

COMMUNICATION: All student contact **MUST** be done in the following manner: e-mail me at mrpaden@itsensei.com and montepaden@whccd.edu unless otherwise directed All e-mail must include the following information in the subject line of the e-mail each and every time that you communicate with me:

1. Your name (first and last)
2. Class you are enrolled in (BUS-32)
3. Reason for e-mail (question, homework, etc.)

An Example Will Look Like This: **Super Student BUS 32 - Assignment #1 – Chapter 1 – Week #1**

Although e-mail will not be graded I do expect all students to use correct grammar and spelling. No chat room slang. Please be brief and

to the point. In addition please do not send jokes, funnies, Spam, get thin quick type of e-mails. I receive and respond to numerous messages each and every day, such items are time consuming and tend to carry viruses. Your cooperation is appreciation.

STUDENT EXPECTATIONS: Students are expected to use critical thinking methods to solve problems and implementation. Students are required to participate in satisfying, creative, and intellectual activities and discussions. Students will achieve a basic working understanding of the following:

- Learn the basics of Small Business Management
- Creating & revising a variety of business documents.
- Discuss the purpose of the Entrepreneurialship.
- Explain the similarities and differences among various management criteria.

Student Requirements

1. Internet access is highly recommended (high speed recommended) on any computer with a web browser
2. Purchase courses text book, calculator, and note book
3. Willing to read various business publications
4. Personal e-mail account/address
5. Five to ten hours per week to devote to course

Student Knowledge Base Expectations - Students are expected to have a basic understanding of computing.

ATTENDANCE POLICY: Attendance is taken every class period. Students are highly encouraged to attend each and every class due to the technical nature of the subject matter. A student is not allowed to miss more than four (4) hours total for the entire class duration. Excessive absences will result in the students having his/her overall semester grade dropped by one grade level. (Excessive is defined as more than four (4) absences). It is the **student's responsibility** to withdraw from the class if s/he no longer wishes to attend. (The instructor will **NOT** drop a student from class because of lack of attendance). If a student does not complete the class or withdraw, the student will receive a grade of "F".

EXAM POLICY: There will be a Final Project consisting of a full business plan. If other exams are added for lectures sections, the exam may be essay, fill in the blank and/or multiple choice. Essays will be graded for proper grammatical structure, spelling, punctuation and creative thinking in the application of concepts taught in class. Exams may also be a production style exam and **class notes are permitted.** There will be **NO** make up for missed exams.

PRODUCTION ASSIGNMENTS: If production assignments are assigned the following process for productions assignments must follow this format to be accepted for grading. Production assignments where appropriate must be typed. Production assignment completion dates will be announced in class. ***Late assignments will not be accepted for grading.***

The forgoing criteria are required for any and all assignments/work physically turned in to the instructor for in class assignments only.

HOMEWORK ASSIGNMENTS: All homework assignments are due at the beginning of the first class meeting of the following week or on the date announced in class. **Late homework will not be accepted.** Neatness counts!! Spelling, grammar, punctuation, and complete sentences (where appropriate) are important. Homework assignments that cannot be read will not be graded. All homework must be typed (typed, double-spaced, 12 pt. font either Arial or Times New Roman and saved in an .rtf file format). Each assignment(s) must be identified by the above criteria and e-mailed to the instructor for credit. ***All other instances must be approved by the instructor.***

WRITING ASSIGNMENTS: When assigned students will be required to submit all their work typed, double spaced, 1 inch margins, 12 point Arial or Times New Roman (readable) font. Short essay style assignments still require demonstration of proficiency in construction complete sentences and paragraphs. Writing assignments will be in the students own words and sources must be sighted. Assignment will be due the first day of the class week (typed, double-spaced, 12 pt. font either Arial or Times New Roman and saved in an .rtf file format) **No late papers will be accepted.**

ASSIGNMENTS: Typical assignments will require the evaluation of an average business or personal situation in which the appropriate selection will be determined by the student. This must be communicated both in writing, and in demonstrations of the appropriate skills or use of the software. Students are highly encouraged to be as creative as his/her abilities allow. Viruses are a nuisance to say the least. You are required to have and utilize a virus protection program to help ensure that you do not spread a potentially infectious file to me and/or to your fellow classmates. Please check your vendor on a weekly basis for virus definition and other various updates. If at any

time a virus is submitted (may it be with your work or just an e-mail) that item will be immediately destroyed and you will not be able to send me any other work and/or messages unless you can assure me that you have taken the responsibility to rectify the situation. It will be your responsibility to contact me in order to have any further assignments accepted. The forgoing criteria is required for any and all assignments/work turned in to the instructor. There will be no formal exam(s). Although, students will have a final project due on the last day of class which will be explained prior to the end of the semester. **There will be NO make up for late work.**

All homework assignments are due at the beginning of the week on or before the date on your assignment sheet or announced in class. **All assignments are subject to change at any time. Late homework will not be accepted.** Neatness counts!! Spelling, grammar, punctuation, and complete sentences are important. Assignments that cannot be read will not be graded. All assignments must be typed. There will be weekly production assignments. Not all assignments will be graded. You will have one week to hand in an assignment. (There may occasionally be multi-week assignments.) (typed, double-spaced, 12 pt. font either Arial or Times New Roman and saved in an .rtf file format)

Submission of Assignments should be in the following order:

The submission of completed assignments is a two-step process. Both steps must be completed in order for an assignment to be accepted for grading.

Step One: Upon completion of each assignment, you must submit your assignment **via your college email account**, additional please take under advisement that you should also cc your assignments to your own personal email account as well.

Step Two: In addition the student must send an e-mail to course instructor at mrpaden@itsensei.com and montepaden@whccd.edu with the attached assignment(s). Assignments are posted on the assignment sheet included with this document. One week after the class/week has begun your assignment is due. Each assignment is the following week. Thus week 1 assignment is due the first class meeting of week 2, and will remain thus until the last week of class. **Late homework will not be accepted at any time for any reason.** It is not enough to hand in correct assignments that merely produce the expected output. You will be graded on elegance, legibility, maintainability, and other such important factors. I will generally not give full specifications of the problem. I highly suggest that when sending your assignments to the above email addresses you carbon copy yourself to an outside email address that is not provided by the college.

GRADING: I will not argue with you about grades. **Students must show continuous progress through the course or you will be dropped. Continuous progress is defined as maintaining weekly contact with the course instructor and turning in of weekly assignments.**

50% Homework and class assignments

20% of your grade will be based on your preparation and participation in class discussions

30% is based on Final Project

The initial assignments are very simple, and fundamentally easy to understand. Later homework will be more complex, and thus count more heavily toward your final grade.

Students **may** be required to submit multiple one page synopsis, when and if assigned, (typed, double-spaced, 12 pt. font either Arial or Times New Roman and saved in an .rtf file format) explaining their weekly outside reading (see synopsis). A photocopy of the entire article/source(s) must be scanned with the worked that is turned in. (1. Your one page synopsis, 2. copy of article scanned and/or e-mailed link) Short essay style assignments still require demonstration of proficiency in construction complete sentences and paragraphs. Writing assignments will be in the students own words and sources must be sighted. Assignment will be due the first day of the class week. Students must proofread and grammar check all work before turning assignment into instructor. For more specifics on what is expected please view the standards. **No late papers will be accepted.**

Typical assignments will require the evaluation of an average business in which the appropriate selection of analytical and educated choices will be determined by the student. This must be communicated both in writing, and in demonstrations of the appropriate skills for use of the material covered. Students are highly encouraged to be as creative as their abilities allow. **Note: Extra assignments (i.e., written assignments, homework, production assignments, etc...) may be added at anytime.** It is the student's responsibility to take accurate notes as to what assignments are due and the date that it is to be turned in. It is not the instructor's responsibility to reiterate an assignment if a student misses the class in which the assignment was given. It is the student's responsibility to ask if any assignments where assigned during the nonattendance period. **Students must show continuous progress through the course or you will be dropped. Continuous progress is defined as maintaining weekly contact with the course instructor and turning in of weekly**

assignments.

POP QUIZZES: There may be a pop quiz of the material at any time. You may use any written material you have such as class notes, chapter outline, etc. during a pop quiz. There is no make-up for a pop quiz.

EXTRA CREDIT: Students will be given a limited chance to utilize extra credit to bring up their grade at any given time. The amount of extra credit is limited to 10% of the total possible class points. Students will be given a limited chance to utilize extra credit to bring up their grade at any given time. The amount of extra credit is limited to 10% of the total possible class points.

EVALUATION METHODS: Evaluation methods for this class includes but is not limited to lecture and laboratory exercises to demonstrate an understanding of the material presented and will include laboratory production assignments, skill demonstration assignments, homework assignments, written assignments, pop quizzes, and module exams. Evaluation methods for this class includes but is not limited to lecture and laboratory exercises to demonstrate an understanding of the material presented. This will include (but is not limited to) laboratory production assignments, skill demonstration assignments, homework assignments, written assignments, pop quizzes, assignments, and module exams.

Percentages and Letter Grades:

Score $\geq$ 90% = A
90% $>$ score $\geq$ 80% = B
80% $>$ score $\geq$ 70% = C
70% $>$ score $\geq$ 60% = D
60% $>$ score & below = F

E-MAIL: is fast becoming the means to rapid business/personal communication. For the benefit of the student an e-mail address is need to participate on the online environment. If you do not currently have an e-mail address you are required to establish one in order participate in this format of instructional delivery. Note: E-mail will be used frequently to communicate with the instructor and/or other students. Basic familiarity with a web browser, an email account and a site for posting student work. For this reason I strongly suggest getting use to using your college email account provided to you for the duration of this course.

STATEMENT ON VIRUSES: West Hills College determines to the best of its knowledge and abilities the computer systems under their control are virus free. Due to multiple users and the problems that may arise from them, students are strongly encouraged to virus check their personal storage media before and after each use in a college computer system. In no case shall West Hills College be held liable for any damage or loss of information, which may occur by using media on college and non-college machines.

Statement of the use of Internet Access: Internet access is provided to facilitate communication in support of research and higher education using high-performance networking technology and wide area of telecommunications utilities, and to promote educational collaboration, sharing in research educational information, and wide access to computer resources for the advancement of educational studies. All use the Internet as provided by West Hills Community College must be consistent with the above purpose. Any use which adversely affects the operations of the WHCCnet or jeopardizes the use or performance for other members will result in the users dismissal from the class. **Accessing, downloading, disseminating, and/or participation in any pornographic or sexually explicit material and/or discussion(s) (i.e. chat rooms) shall be deemed a volition of the WHCCnet and grounds for immediate dismissal from the class.**

SPECIAL ASSASTANCE: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

STATEMENT OF ACCESSIBILITY: If you have a verified need for an academic accommodation or materials in alternate media (ie: braille, large print, electronic text, etc.) per the Americans With Disabilities Act or Section 504 of the Rehabilitation Act, please contact your instructor as soon as possible.

HONESTY POLICY: Any student found copying or attempting to copy any work from another student (without permission from the instructor) will receive an "F" in this class. Any student allowing another student to copy (without permission of the instructor) will also receive an "F" in this class. Any student found cheating or attempting to cheat will receive an "F" in this class and their name will be given to the Dean of Instruction for further action, as deemed necessary.

PLAGIARISM: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the college. For more information refer to the "Academic Dishonesty" policy in the student handbook. The act of plagiarizing. 2. To steal and use (the ideas or writings of another) as one's own. 3. To appropriate passages or ideas from and use them as one's own.. 4. To take and use as one's own the writings or ideas of another is a Plagiarizer. Definition from: The American Heritage Dictionary

WEST HILLS COLLEGE'S STUDENT HONOR CODE: All students agree to abide by the following student honor code by signing the admissions application, which provides: "I will be academically honest in all of my academic work and will not take part in academic dishonesty of others."

GOALS: The goals of this academic honesty policy are to:

- Foster a culture of academic honesty in the college community.
- Maintain the integrity and academic reputation of the colleges and district.
- Process fairly and consistently matters related to academic dishonesty.

DEFINITIONS: For purposes of this policy, the following definitions are used:

- **"Academic Honesty"** means performing all academic work without plagiarism, cheating, lying, tampering, stealing, or receiving unauthorized or illegitimate assistance from any other person.
- **"Academic Dishonesty"** means knowingly performing, attempting to perform, or assisting any other person in performing any academic work that does not meet the above standard of academic honesty.
- **"Academic Work"** means any act performed in connection with work required to be submitted, being prepared to be submitted, or actually submitted for academic advancement in connection with courses and programs offered by the college. Academic work includes, but is not limited to, examinations, exercises, quizzes, term papers, reports, performances, presentations, artwork, laboratory work, and scientific experiments. Academic work includes, but is not limited to, written and oral work presented or recorded in any media including magnetic or electronic. Academic work includes, but is not limited to, work in connection with regular college courses, whether conducted at an on campus or off campus location), independent study courses at any location, courses offered through the college's continuing education and distance learning program at any location.

Important Notice

Data Loss: Memory Stick and information thereon, are not the responsibility of the instructor or West Hills College. All information put on your disk (i.e. flash drive, HDD) is your responsibility. You are highly encouraged to make multiple backups copy of all of your work. If any information is lost prior or after an assignment and/or test that information is the student's responsibility. If information is lost/destroyed due to natural or unnatural means it is still the student's responsibility to turn a given assignment on time.

There are no exceptions.

Video/Audio Recording: In this class, students may not make audio or video recordings of any course activity. Students may not post any such recording to any social media, text, email or any other form of communication electronic or non-electronic. The only exceptions are those students permitted to record as an accommodation. If this accommodation is needed the instructor must have a perfect copy of what has been recorded. Those students who are permitted to record are not permitted to redistribute audio or video recordings of statements or comments from the course to any individuals and/or social medial sites, text, email or any other form of communication electronic or non-electronic. Students found to have violated this policy are subject to discipline in accordance district policies, Local, State and Federal Law.