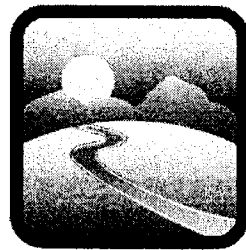

BUS 32

INTRODUCTION to

SMALL BUSINESS

MANAGEMENT



**WEST
HILLS
COLLEGE**

LEMOORE

PADEN



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 focuses 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

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**

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.

Mr. PADEN's BUS 32 Homework Assignments/Attendance

I understand and agree to the requirements set forth in the syllabus. NAME:

		Class			Your Points	
Week	#	Homework Assignment	Homework	Participation	Attendance	TOTAL
Week 1	1	Read Chapter # 1 - DUE Week 2 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 2	2	Read Chapter # 2 - DUE Week 3 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 3	3	Read Chapter # 3 - DUE Week 4 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 4	4	Read Chapter # 4 - DUE Week 5 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 5	5	Read Chapter # 5 - DUE Week 6 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 6	6	Read Chapter # 6 - DUE Week 7 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 7	7	Read Chapter # 7 - DUE Week 8 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 8	8	Read Chapter # 8 - DUE Week 9 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Week 9	9	Read Chapter # 9 - DUE Week 10 Define Key Terms - 25 pts. One Page Entrepreneur - 25 pts.	50	15	Monday	
Total			450	135	FINAL TOTAL POINTS	
FINAL Grade Matrix			A 585	B 468	C 409.5	D 351
						F 292.5

Note: Assignments Subject To Change

NAME:

SWOT Analysis Template

State what you are assessing here _____

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

<p>criteria examples</p> <ul style="list-style-type: none"> Advantages of proposition? Capabilities? Competitive advantages? USP's (Unique selling points)? Resources, Assets, People? Experience, knowledge, data? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Accreditations, qualifications, certifications? Processes, systems, IT, communications? Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values? 	<p>strengths</p>	<p>weaknesses</p>	<p>criteria examples</p> <ul style="list-style-type: none"> Disadvantages of proposition? Gaps in capabilities? Lack of competitive strength? Reputation, presence and reach? Financials? Own known vulnerabilities? Timescales, deadlines and pressures? Cashflow, start-up cash-drain? Continuity, supply chain robustness? Effects on core activities, distraction? Reliability of data, plan predictability? Morale, commitment, leadership? Accreditations, etc? Processes and systems, etc? Management cover, succession?
<p>criteria examples</p> <ul style="list-style-type: none"> Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg, surprise, major contracts? Business and product development? Information and research? Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather, fashion influences? 	<p>opportunities</p>	<p>threats</p>	<p>criteria examples</p> <ul style="list-style-type: none"> Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? Market demand? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses? Loss of key staff? Sustainable financial backing? Economy - home, abroad? Seasonality, weather effects?

Wealth Dashboard

SMITH FAMILY – as at Nov 4, 2014

Estate Planning	Tax Management	Risk Management	Investment Strategy	Cash Flow Planning
Will Planning	Using Corporate Docs	Property and Casualty	Risk on Tax - PS	Do you have enough?
Testamentary trusts	TFSAs	Income protection	Asset Allocation	Living expenses only?
Family trusts	Salary, dividend income planning	Asset protection	Global Investments	Lifestyle wants/needs
Inheritance	Capital gains income planning	Estate enhancement	Targeted Substantiated Investments	Cash flow analysis
Charitable donation planning	Trust planning	Exempt Life Insurance	Taxable Investments	Spending reduction
Tax efficient wealth transfer	RRSPs	Term Insurance	Currency hedging	Debt reduction strategy
Legacy and heirs	Income splitting	Critical Illness	Portfolio tax optimization	Review Savings Targets
Estate preservation	Corporate structure, reorganization	Disability	Regular Portfolio Review	Review Spending Rate
Powers of Attorney	Capital gains exemption planning	Long-term care	Performance assessment	
MAS/Estate Balance Sheet	RESP	Business/Interruption insurance	Alpha pools utilized	
Probate planning	Maximize interest deductibility	Travel insurance		
	Debt Swap	Buy/Sell, Key Man		

Wealth Planning Reports

Estate Plan	Personal Planning	Risk Management	Financial Analysis
	Business Planning		Investment Advice