

# Small Business Management 13

## Course Syllabus

Class Name: **Small Business Management 13**

Semester: **Fall 2012** Section #: **0316**

Instructor: **Vilma Bernal** Phone #: **office 818-833-3410** Cell phone **818-571-9995**

Faculty Web Page: <http://www.lamission.edu/~bernalva>

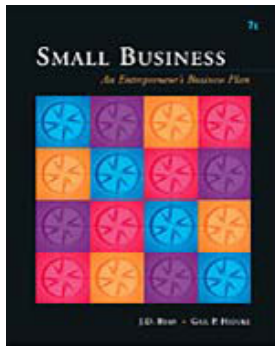
Course Description: **This course presents a systematic approach to successful small business operation. We will cover the fundamental elements of starting a small business.**

**Class Meetings: Anywhere**

**Time: Anytime**

**Location: Online**

**Welcome to Online Small Business Management 13. In order to be successful in this class please read all the information and follow the instructions mentioned below. Should you have any questions, please do not hesitate to contact the instructor at 818-571-9995.**



**\*\*\*Textbook Required: "Small Business" by Ryan and Hiduke, 7<sup>th</sup> edition. ISBN 978-0-324-23343-8. Please obtain the textbook immediately\*\*\***

### *Student Learning Outcome:*

*1-Student will be able to assemble a business plan which includes the following:*

*A. Compose structure and elements of a business plan.*

*B. Evaluate feasibility through two financial statements, Income statement and balance sheet.*

*2-Student will be able to evaluate the environmental factors that affect small businesses.*

### **Expectations:**

**Self Motivation and Self Discipline** - To succeed in this class you must do all the assignments on time! You will need to make sure you are staying current with all reading, assignments, and activities.

- **Moodle** - First go to Moodle, <http://moodle.lamission.edu/> and become familiar with the web-classroom. If you have questions, call me, email immediately so that I can help you work out those issues. Success in this class depends on being informed. As you visit Moodle, read the document called "Tips." There are many important tips for you.

- **Take an Active Role**- The instructor’s role in this class will be to provide you with resources and opportunities to explore and use them. I am here to guide you through as you learn therefore you will need to take active role in the learning process.
- **Time Requirements** - This is a regular 3 unit class. You will need to spend at least the same amount of time you would working on traditional format classes. (approximately 6 hours a week). There are no in-class meetings. “Each unit of lecture is equal to 18 hours of “seat time” in a normal classroom. Each unit of lecture should be accompanied by an additional 2 hours of study time. If a 3 unit lecture class is taught in 16 weeks, it would require 3 hours per week of “seat time.” If that same class were taken during a 5-week fall or winter term, it would require 10.4 hours per week plus the additional 21 hours of study time. These are good rules for scheduling yourself to work on classes you take online."
- **Interaction** - In online classes we stress interaction with your fellow students. Many times you will learn just as much from each other as from your instructor. Look forward to finding solutions, applications and other neat stuff and sharing it with your fellow classmates. **Make sure that you participate in the discussion Forum assignments.**

### Attendance and Participation Policy

There are no class meetings but you are to **participate actively in online discussions** and activities. It will be to your advantage to log in to the class website **at least 3-4 times a week** to check on discussions and to work on activities. If you will be traveling or otherwise unable to access the class website for a period of more than a few days, drop me a note and let me know so that I won't wonder where you disappeared to!

### Office Hours

My office hours are: **Mondays 4pm to 5pm; Tuesdays 10am to 12pm and Wednesday 1pm to 3:30pm.** I’m also available online. This means that you can reach me using your computer and you can also call me.

### Contact Instructor

If you are going to have serious problems that prevents you from completing assignment or quiz on time, you must let me know **PRIOR** to missing the assignment. I prefer you send me email to: [bernalva@lamission.edu](mailto:bernalva@lamission.edu)

## *FALL Semester 2012- August 27-December 16*

### GENERAL CALENDAR DATES

Applications Accepted.....Year Round  
 Assessment & Orientation.....Year Round  
 Deadline for K to 8 (Young Student) Application.....August 10  
 DAY ANDEVENING CLASSES BEGIN.....August 27

Saturday Classes Begin.....	September 1
last Day to Petition for Credit/No-Credit.....	October 5
Deadline to Petition for Fall 2012 Graduation.....	October 19
last Day for Section Transfer.....	November 2
Classes End.....	December 8
FINAL EXAMS.....	December 10-15
Semester Ends.....	December 16

Priority Registration Dates- Enrollment is by appointment only, through the Internet  
(*You may not register before your appointment date and time.*)

EOPS, DSPS Foster Youth and Veterans.....	May 7 to May 9
Continuing Students.....	May 10 to June 3
New and Re-entering Students.....	June 4

**ADD Dates – Late ADDs are not permitted**

Deadline to add full-term classes (In Person).....	September 7
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(*Short Term Classes Have Different Deadlines-Check with your Instructor*)

**DROP Dates**

Drop Classes without receiving a 'W' with refund (In Person).....	September 7*
Drop classes without receiving a 'W' with refund (Internet).....	September 9*
Drop classes without incurring fees or with a refund ( <i>Registration/parking/non-resident fees- 16-week semester-length classes</i> ) In Person/Internet.....	September 10
Drop classes with a 'W' ( <i>letter grade is required from this date forward</i> ) In Person.....	November 16
Internet.....	November 18

If you stop attending a class (or wish to drop a class), YOU MUST DROPTHE CLASS YOURSELF-OFFICIALLY-on or before November 18, 2012 (Internet). Failure to do so may result in a grade of "F" in that class.

**REGISTRATION INFORMATION**

Website- WWW.laccd.edu (Student Information System) Admission Regular Office Hours  
Monday and Thursday- 8am-5pm  
Tuesday and Wednesday- 8am-7pm  
Friday – 8am-12noon

**HOLLIDAYS (College CLOSED)**

Memorial Day- May 28  
Independence Day- July 4  
Labor Day- September 3  
Veteran's Day- November 12  
Thanksgiving- November 22-25

**Dropping the Class**

Circumstances may arise that will keep you from completing the course. **If this is the case, drop the class.** As a policy, ***I do not exclude students.*** However, if you stop attending the class (or wish to drop a class) **YOU MUST DROP THE CLASS YOURSELF – See official dates above. Failure to do so may result in a grade of "F" in the class.**

**Assignments: Please read this carefully – Assignments are broken down by month!**

<b>Week</b>	<b>Assignments</b>	<b>Due Date</b>	<b>Points</b>
1	Read Rubrics on: Business Plan, Discussion Forum and Case Studies Read Syllabus Discussion Forum	<b>9/2/12</b>	<b>10</b>
2	Read chapter 1 <b>End of Chapter Questions (EOCQ)</b> <i>Assignment: 20 Questions Before Starting a Business – Answer questions</i> Discussion Forum	<b>9/9/12</b>	<b>10</b> <b>15</b> <b>10</b>
3	Read chapter 2 <b>EOCQ – Chapter 2</b> <i>Case Study A</i> Discussion Forum	<b>9/16/12</b>	<b>10</b> <b>20</b> <b>10</b>
4	Read chapter 3 and 4 <b>EOCQ – Chapters 3 and 4</b> Discussion Forum	<b>9/23/12</b>	<b>10</b> <b>10</b>
5	Read chapter 5 <b>EOCQ- chapter 5</b> <i>Business Plan (BP) – Description of Business</i> <i>Case Study B</i> Discussion Forum	<b>9/30/12</b>	<b>10</b> <b>20</b> <b>15</b> <b>10</b>
6	Read chapter 6 <b>EOCQ- chapter 6</b> <i>Business Plan – Business Product or Service</i> Discussion Forum	<b>10/7/12</b>	<b>10</b> <b>20</b> <b>10</b>
7	Read chapter 7 <b>EOCQ- chapter 7</b> <i>Business Plan – Market</i> <i>Case Study C</i> <i>Location - Assignment</i>	<b>10/14/12</b>	<b>10</b> <b>20</b> <b>15</b> <b>10</b>
8	Read chapter 8 <b>EOCQ- chapter 8</b> <i>Business Plan BP – Business Location</i> <i>Top 10 Tips – Assignment</i>	<b>10/21/12</b>	<b>10</b> <b>20</b> <b>10</b>

9	Read chapter 9 EOCQ- chapter 9 <i>Case Study D</i> <i>Discussion Forum</i>	10/28/12	10 15 10
10	Read chapter 10 EOCQ- chapter 10 <i>Business Plan – Competition</i> <i>Discussion Forum</i>	11/4/12	10 20 10
11	Read chapter 11 EOCQ- chapter 11 <i>Business Plan – Management and Personnel</i> <i>Case Study E</i>	11/11/12	10 20 15
12	Read chapter 12 EOCQ- chapter 12 Contact Insurance Agent- Assignment <i>Discussion Forum</i>	11/18/12	10 20 10
13	Read chapter 13 EOCQ- chapter 13 <i>Business Plan – Financing</i> <i>Case Study F</i>	11/25/12	10 20 15
14	Read chapter 14 EOCQ- chapter 14 <i>Discussion Forum</i>	12/2/12	10 10
15	Read chapter 15 EOCQ- chapter 15 <i>Business Plan – Start-up Cost Sheet</i>	12/9/12	10 20
16	<i>Business Plan Financial Statements– Balance Sheet Income Statement</i> <i>Discussion Forum</i>	12/16/12	20 20 10

### Grading Structure

Case Studies	90 pts. (6 case studies @ 15 pts. ea. = 90 pts.)
End of Chapter Questions –EOCQ	150 pts. (15 chapters @ 10 pts. ea. = 150)
Discussion Forums (DF)	110 pts. (11 DF @ 10 pts. ea. = 110 pts.)
Assignment - Miscellaneous	55 pts. (1 @ 10, 10, 15, 20 pts. ea. = 55 pts.)
Business Plan:	200 pts. (10 sections @ 20 pts. ea. = 200 pts.)
Description of Business	20 pts.
Product or Service	20 pts.
Market	20 pts.
Business Location	20 pts.

Competition	20 pts.
Management	20 pts.
Financing	20 pts.
Start-up Cost Sheet	20 pts.
Income Statement	20 pts.
Balance Sheet	20 pts.

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**Total points**

**605 points**

Grading Scale

<u>Grade</u>	<u>Points</u>
A	605-544
B	543-484
C	483-423
D	422-363
F	362 and below

**Note: Each section of the business plan will be graded separately so it is important that you turn it in on time.**

**Posting of Grades:**

Your grades will be posted under "grade" section. Only you can see your grades. **It is your responsibility to insure you have received the proper grades for your assignments, quizzes and tests.** Please bring any discrepancies to my attention ASAP do not wait until the end of the course.

**Course ground rules:**

- Participation is required
- Learn how to navigate in your Course Management System
- Keep abreast of course announcements
- Address technical problems immediately

**Disabilities Policy :**

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class of any accommodations needed for the course.

Disabled Students Program & Services office strives to accommodate any special need requirements.

Disabled Students Program & Services Office (DSPS) (<http://lamission.edu/dsps/>) strives to accommodate any special need requirements. The program is dedicated to meeting the educational, occupational and personal needs of disabled individuals. "