Small Business Management 13 Course Syllabus

Class Name: **Small Business Management 13**Semester: **Spring 2013**Section #: **3313**

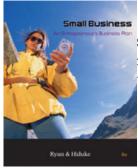
Instructor: Vilma Bernal Phone #: office 818-833-3410 Cell phone 818-571-9995

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: Thursdays Time: 3:30pm – 6:40pm Location: CSB 102A

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.



Small Business Required Textbook

Small Business: An Entrepreneur's Business Plan, 8th Edition

J.D. Ryan; Gail Hiduke

Textbook ISBN-10: 0-324-59102-0 Textbook ISBN-13: 978-0-324-59102-6

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.

Attendance and Participation Policy

We meet once a week for 3 hours. These meetings are mandatory. If you will be traveling or otherwise unable to attend a class, let me know.

Office Hours

My office hours are: Mondays 10am to 1:30pm; Tuesdays 4pm to 5pm and Wednesday 1pm to 2pm. I'm also available online. This means that you can reach me using your computer and you can also call or text me.

Contact Instructor

If you are going to have serious problems that prevents you from completing <u>assignments</u> or quizzes on time, you must let me know **PRIOR** to missing the <u>assignment</u>. I prefer you send me an email to: <u>bernalva@lamission.edu</u>

Spring 2013 - GENERAL CALENDAR DATES

Spring 2013 - General Calendar Dates	
Applications Accepted	Year Round
Assessment and Orientation	
Deadline for K to 8 (Young Student) Application	January 25
Residency Determination Date	February 3
DAY AND EVENING CLASSES BEGIN	February 4
Saturday classes begin	
Last day to process Audit Add Request	February 15
Last day to petition for Credit/No-Credit	March 8
Last day for Section Transfer	
Deadline to petition for Spring/Summer 2013 Graduation	
Classes end	May 25
FINAL EXAMS	May 28 - June 3
Graduation Day	June 4
PRIORITY Registration Dates - Enrollment is by appointment only, through the In	ternet
(You may not register before your appointment date and time.)	
EOPS, DSPS Foster Youth and Veterans	November 26 to 28
Continuing Students	
New and Re-entering Students	December 24
ADD Dates - Late ADDs are not permitted	
Deadline to add full term (16-week) classes (In Person)	February 15
(Short Term Classes Have Different Deadlines-Check with Your Instructor)	
DROP Dates (16-week classes)	
Drop classes without receiving a "W" with refund (In Person)	
Drop classes without receiving a "W" with refund (Internet)	February 18*
Drop classes without incurring fees or with a refund	
(Registration/parking/non-resident fees – 16-week semester-length classes)	
In Person/Internet	February
18*	
NOTE: Contact the Office of Admissions & Records for deadlines on late start, sh	ort-term, and special
program classes.	
Drop classes with a "W" (Letter grade is required from this date forward)	
In Person	
Internet	
*PLEASE NOTE: The District required earlier and revised deadlines starting Summer 2012.	
transcript record after this date. REMINDER: There is a new LACCD enrollment limit. The li a class and includes both substandard grades and withdrawals. (See Important Notice, pag	
a ciass and includes both substantiard grades and withdrawais. (See important Notice, pag	! G 3/

If you stop attending a class (or wish to drop a class), YOU MUST DROP THE CLASS YOURSELF – OFFICIALLY – on or before May 5, 2013 (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 (Hours are subject to change. Please check the LAMC website) Monday and Thursday – 8am-5pm Tuesday and Wednesday – 8am-7pm Friday – 8am-12noon

HOLIDAYS (College CLOSED) Martin Luther King – January 21 President's Day – February 15-18 Cesar Chavez Day – April 1 Spring Break – March 29-April 5 Memorial Day – May 27 Independence Day – July 4

Dropping the Class

Circumstances may arise that will keep you from completing the course. If this is the case, <u>drop the class</u>. 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.

Course Breakdown:

Week	se Breakdow Date	Lecture topic and selected In-Class Exercises	Chapter(s)
1	2/7/13	Course introduction and overview	•
	2///13	Your Great Adventure	1
		Building your roadmap	1
		Knocking at the Entrepreneurial Doors	
		What does it take to be an Entrepreneur	
		VIDEO	
		VIDEO	
2	2/14/13	Spotting Trends and Opportunities	2
		Opening your Eyes and Mid to Vast Opportunities	
		Changing families	
		Primary Research	
		VIDEO	
		Assignment: Top Ten Tips for Starting a Business that	
		will Succeed.	
		Case Study #1	
	0/01/15		
3	2/21/13	Opportunity Selection	3
		Welcome to Opportunity Selection	
		Conducting Secondary Research	
		Industry Selection	
		Assignment: 20 Questions before Starting a Business	
		Assignment: Discuss Business Plan	
		Supplies: Please have a separate folder for this	
		assignment	
4	2/28/13	Profiling your Target Market	4
	2/26/13	The Power of Profiling	
		Profiling in Action	
		VIDEO	
		Quiz 1 – Chapter 1-3	
		Case Study #2	
5	3/7/13	Reading and Beating the Competition	5
	3/1/13	Who is your Competition	
		Gathering Competitive Intelligence	
		The Competition Life Cycle	
		Assignment: Location Check List (due 3/14)	
		Discuss "Business Description" (due 3/14)	
		Case Study #3	
6	3/14/13	Location and Distribution	6
		The Importance of Location	
		Location Issues	
		Discuss "Market or Product (due 3/21)	
		Assignment: Location Check List (Field work)	
		Case Study #4	

7	3/21/13	Marketing Promotions Overview	
		Promotional Strategies	
		Networking	7
		Discuss "Market and Business Location"	
		(due 3/28)	
		Quiz 2 Chapters 4-6	
8	3/28-4/5	Spring Break (College Closed)	
9	4/11/13	Start-up Concerns and Financial Projections	8
		Business and Numbers	
		Start-Up Costs and Concerns	
		Discuss "Business competition" (due 4/11)	
		Midterm (chapters 1-7)	
10	4/10/12		0
10	4/18/13	Shaking the Money Tree	9
		Before Committing to Money	
		Shaking the Most Fruitful Branches first	
		Friends, Family, and Banks	
		Discuss "Business Location and Competition" (due 5/2/12)	
		Case study #5	
11	4/25/13	Legal Issues (10) and Build,	10
		It pays to Look Ahead	
		Legal Forms of Business	
		Discuss "Management and Financing" (due 5/9)	
12	5/2/13	Maintain and Thrive with a Winning Team	11
	5,2,15	Choosing a Winning Team	
		Video	
		Quiz #3 (Chapters 8-10)	
13	5/9/13	Protecting your Baby and Yourself (12) and Buying	12-13
		a business (13)	
		Insurance	
		Why Purchase and an-going Business	
14	5/16/13	Investigating Franchises and Pulling the business Plan	14-15
		Why Buy Franchises?	
		Process involved in Purchasing a Franchise	
		Discuss "Financial Statements"	
		Case Study #6	
		Quiz #4 (Chapters 10-14)	
15	5/23/13	Present Business Plans	

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16	5/30/13	FINAL EXAM (Chapters 8-15)	Final Exam

Grading Structure

Case Studies 90 pts. (6 case studies @ 15 pts. ea. = 90 pts.) Quizzes 100 pts. (4 quizzes @ 25 pts. ea = 100 pts.) Top 10 Business tips 10 pts.

20 Questions 10 pts.
Location Check List 30 pts.

Examinations 200 pts. (2 exams @ 100 pts. ea. =200 pts.)

Business Plan: 20 pts. (Presentation of BP @ 20)

Business Plan: 200 pts. (10 sections @ 20 pts. ea. = 200 pts.)

Description of Business 20 pts. Product or Service 20 pts. 20 pts. Market **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.

Total points

660 points

Grading Scale

<u>Grade</u>	<u>Points</u>
A	660-594
В	593-528
C	527-462
D	461-396
F	395 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 <u>assignments</u>, <u>quizzes</u> 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

Plagiarism – This is important Plagiarism Defined

Plagiarism means using another person's work, writing, words, ideas, research, graphics, programs, music, pictures, data, and/or other creative expression without giving the other person full credit. You must enclose another person's words in quotation marks and cite your source(s), and you must give citations when using the ideas of another person, even if those ideas are paraphrased in your own words. Using words, ideas, computer code, or any work by someone else without giving proper credit is plagiarism. Any time you use information from a source, you must cite it.

Plagiarism and the Internet

The Internet has become a very popular resource for information for student assignments. The same rules regarding plagiarism apply to resources found on the Internet as do to a printed source: when a student refers to work, writing, words, ideas, and the like or quotes from an internet site, he or she must cite that source. Many of the same rules apply when using visual information from an internet site; the source of the visual information or graphic must be cited. This includes definitions found online on Wikipedia, materials from blogs, twitter, or other similar electronic resources.

Useful Strategies to Avoid Plagiarizing another Person's Work

If you copy words, sentences, phrases, and the like from a text, put what you copy in quotation marks. This is especially important when you take notes. If you choose to paraphrase, be certain that you are not just rearranging or changing a few words. A useful technique is:

- A. Read the area you want to paraphrase carefully;
- B. Cover up the text with your hand, or close the book or computer page so you cannot see any

of the words;

- C. Write out the idea in your own words without referring back to the words
- D. Check your attempt at paraphrasing against the original text to be sure you have not accidentally used the same phrases or words, and that the information is accurate

At times students accused of plagiarism claim that their plagiarism occurred without their knowledge or intent. Since ignorance of this fundamental rule is not a reasonable defense, it is best to become thoroughly familiar with the various ways in which plagiarism can occur and how to avoid plagiarizing someone's work. If you have any doubts or questions, it is your responsibility to ask your teacher for clarification.

If you are found guilty of plagiarizing, you are subject to disciplinary actions up to and including suspension or termination from the program, so please study and do your best.

First offense, you will receive a zero for the assignment in question. Any further offenses may result in expulsion from the class, as determined by the disciplinary action from the Office of Student Services.

Remember: If you plagiarize:

- a. You are only cheating yourself
- b. You don't learn to write out your own ideas or thoughts in your own words, and
- A: (Excellent) Meeting course requirements with a superior level of performance.
- B: (Good) Meeting course requirements with a high level of performance.
- C: (Satisfactory) Meeting course requirements with an acceptable level of performance.
- D: (Unsatisfactory) Repeat course.
- F: (Failing) Repeat course.

Cheating- unauthorized material used during an examination (including electronic devices), changing answers after work has been graded, taking an exam for another

student, forging or altering attendance sheets or other documents in the course, looking at another student's paper/scantron/essay/computer or exam with or without their approval is considered cheating. Any student caught cheating will receive a zero for the assignment/exam and referred to the Department chair and/or Student Services for further disciplinary action.

Recording devices in the classroom- Section 78907 of the California Education Code prohibits the use of any electronic audio or video recording devices, without prior consent of the instructor. (including cell phones, laptops, MP3 players, and more)

Reasonable Accommodations: If you are a student with a disability and require accommodations, please send me a private email. The sooner I am aware of your eligibility for accommodations, the quicker I will be able to assist the DSP&S Office in providing them. For students requiring accommodations, the DSP&S Office at Mission College provides special assistance in areas like: registering for courses, specialized tutoring, note-taking, mobility assistance, special instruction, testing assistance, special equipment, special materials, instructor liaisons, community referrals and job placement. If you have not done so already, you may also wish to contact the DSP&S Office in Instructional Building 1018 (phone 818/364-7732 TTD 818/364-7861) and bring a letter stating the accommodations that are needed. All students should have the Sheriff department # in cell phone (818) 364-7843

Attendance Policy

Attendance in all scheduled courses is essential for academic achievement. Perfect attendance – no absences, tardiness or early departures – is encouraged as punctuality develops within you a sense of responsibility that will have a positive impact upon your professional career.

There will be NO TEXTING IN THIS CLASS!! If you text, initially I will politely ask you to put things away and respectfully pay attention, however if texting continues I will drop you from the class and then text you the reason as to why you were dropped. Please be respectful and save your texting until after class. Cell phones should be turned off or on vibrate.

Attendance is taken each day at Mission. You are **strongly** encouraged to make non-school personal appointments at times that will not conflict with your scheduled classes. Please avoid side conversations, if you have any questions please ask me! **Do not be afraid of utilizing my office hours, I am there for you!**Student Resources

- 1. **LAMC Bookstore:** For hours of operation, book availability, buybacks, and other information call 818-364-7798 or 364-7768 or visit: http://www.lamissionbookstore.com/
- Counseling Department: For appointments and information call 818-364-7655 or visit http://www.lamission.edu/counseling/
- Disabled Students Programs and Services: For appointments and information call 818-
 - 364-7732 or visit http://www.lamission.edu/dsps/
- 4. **Extended Opportunity Programs and Services**: For appointments and information call
 - 818-364-7645 or visit http://www.lamission.edu/eops/
- 5. **Financial Aid:** For information and applications call 818-364-7648 or visit http://www.lamission.edu/financialaid/

- 6. **Library:** For information on library hours, resources, workshops, and other services contact 818-364-7105 or 364-7106 or http://www.lamission.edu/library/
- 7. Tutoring Services in Learning Center: Laboratories for Learning, Writing, Math & Science. Walk-in and appointment services offered. Call 818-364-7754 or visit

www.lamission.edu/learningcenter

I know that no one really pays much attention to the syllabus, so I have prepared a small acknowledgement section for you to sign as way to let me know that you have read and that you understand what has been mentioned in the syllabus.

Ple	ase read and initial the following: Don't need to give me a copy.
1.	I have read the following documents:
	• Syllabus
	Plagiarism and Cheating
Ini	tial .
	Please do not assume I will drop you from class if you stop attending class. If you do not drop yourself, you will receive an "F" at the end of the course Initial
3.	If you miss part or all of a class session you are still responsible and accountable for all announcements, all assignments, and material covered in that session
4	Initial
	If you need clarification on anything you will come to me Initial
	I do not accept late assignments Initial
6.	You are expected to have read the assignments/textbook before coming to class
	Initial
7.	Attend every class with text books, school supplies, any handouts and all completed assignments Initial
8.	If you are caught plagiarizing, you will receive an "F" for the entire class. To
	reiterate; If you are caught plagiarizing, you will not just receive an "F" for the paper
	you've plagiarized, but will most certainly receive the final grade of an "F" for the
	class. Plagiarism may result in possible expulsion from LAMC Initial
0	During the course of the semester you must check you grades and confirm accuracy,
7.	
1.0	and if there are any questions, contact me immediately Initial
10.	Handwritten assignments of any kind are not acceptable Initial