

# BA 38: Operation of Small Business | Course Syllabus

Reedley College

**Course:** BA-38-52421-2015FA: Operation of Small Business

Fall 2015

**Instructor:** Andrew Shinn, MBA      **Email:** [andrew.shinn@reedleycollege.edu](mailto:andrew.shinn@reedleycollege.edu)

**Office:** Virtual      **Text:** (559) 744-3740

**Classroom:** Bus 40 (for now)      **Meeting times:** M/W/F 1:00pm – 1:50pm

**Holidays:** September 7 (Labor Day), November 11 (Veteran's Day), November 27 (Thanksgiving)

**Text:** E-Book: Systematic Entrepreneurship:

<https://systematic-entrepreneurship.instabuck.com/>

The textbook is \$50. Once you download the e-book, you're name will be e-mailed to your instructor. If you purchase the book using someone else's credit card, please let your instructor know so that you receive credit.

## Required Reading

In addition to the assigned text, each student will be required to subscribe to Fast Company Magazine (<http://bit.ly/1TyixMV>). Many of our discussions will be based on material from this magazine. As it may take a few weeks to receive the first issue, it is suggested that you subscribe right away.

## Learning Objectives:

In the process of completing this course, students will:

- A. evaluate the small business environment in the United States.
- B. contrast and compare small businesses to large corporations.
- C. identify the elements of a small business and demonstrate how they interact with each other.
- D. develop financing sources for new business ventures.
- E. identify, define, describe, and analyze common business financial statements.
- F. apply planning and control tools to the small business environment.
- G. setup and organize basic marketing research techniques and apply marketing concepts to the small business venture.
- H. analyze and examine the importance of the business plan in the successful development of new business ventures.

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## Learning Outcomes:

Upon completion of this course, students will be able to:

- A. evaluate barriers to entry as they affect small business success in the marketplace.
- B. delineate the differences between small business and large corporations by appraising their different approaches to financing, distribution, and marketing.
- C. understand the main elements/functions of a small business.
- D. examine and analyze start-up costs and funding mechanisms for new business venture development.
- E. E. solve break-even analyses, revenue, and production computational problems by analyzing financial statements, examining production scheduling, and making business decisions in a business simulation.
- F. determine appropriate cash supply/flows and plan the procedures used in controlling cash flow in a small business.
- G. appraise marketing techniques and apply market research and market outreach procedures.
- H. understand the importance of a business plan to secure funding.

## Prerequisites

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 101

## Learning Methods & Course Activities:

- Lectures based on textbook materials
- Required readings and class discussions
- Problem solving
- Internet Research

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| Course Activities & Evaluations: |     | Earned Percentage of Possible Points - Grade: |   |
|----------------------------------|-----|---|---|
| Participation/Discussions        | 20% | 90 - 100%                                     | A |
| Homework & Assignments           | 30% | 80 - 89%                                      | B |
| Project & Presentation           | 20% | 70 - 79%                                      | C |
| Quizzes & Exams                  | 20% | 60 - 69%                                      | D |
| Elevator Pitch                   | 10% | < 60%   | F |

*(weights are approximate)*

## Projects

### Bio Video Project

The Bio Video is an assignment I use to get to know you more quickly.

- Must Include: a brief bio (description) of you (include things that you are good at, passionate about, or things that make you “you”).
- Full credit will be given to those who make me laugh, impress me with their video, or whose Bio Videos greatly exceed general expectations.

DO NOT:

- Sit while presenting
- Read while presenting
- Present in a loud environment (unless it’s part of the presentation)

Points will be deducted for lazy, incomplete, or generally lousy work.

Please make your video 55 to 65 seconds. No more, no less.

### Business Plan Project

In this course, we will write business plans. Specific instructions will be given in class, but it is good to have an idea for a business you would like to start someday. Keep in mind, you do not necessarily have to start the business in this class, but there will be opportunities for students who choose to do so.

### Elevator Pitch Project

Entrepreneurs need to understand all aspects of their businesses. The elevator pitch is an opportunity to describe these aspects in 90 seconds to a potential investor, customers, or anyone else who may be interested. Details of this project will be provided at a later time.

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## Policies

### Late Work

Late work will only be accepted *at half-credit* with a 2-paragraph explanation. *Please include the explanation in the comments section of the assignment on Blackboard when you submit the assignment.* This explanation will cover the following two items:

1. Why the work is late
2. What the student plans to do to avoid turning in late work in the future

### Accommodations for Students with Disabilities

If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me AND the **DSPS office - ext 3332** as soon as possible.

Please see the Reedley College catalog for clarification of issues and additional guidelines.

### Internet and E-mail access

- Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
- **An email address is required for all students.**  
If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (Gmail, Yahoo, etc.).
- Make sure your e-mail address is updated in the Blackboard system. I use Blackboard to send out information for the course including opportunities for extra credit and reminders about large assignments.
- Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
  1. \*Use the subject line correctly. If your e-mail does not have the required information in the subject line, your email will not be read. Each e-mail you send to me must include the following subject line:  
**Course number, your first and last name, and the subject you are writing about**  
  
*For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Andrew Shinn Question about homework*
  2. Use the spell checker.
    - a. Your e-mail messages represent you. Be accurate and be professional.
  3. Use proper grammar.
    - a. Make a habit of constantly improving the way you communicate.
  4. Do not type in all capital letters. That is the same as yelling.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

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## Blackboard

**ALL assignments are to be turned in via Blackboard.** Assignments e-mailed to the Instructor or submitted on paper will not be accepted.

The website is:

<http://blackboard.reedleycollege.edu>

- The standard Blackboard login is:  
Username: your student ID number (example: 0123456)  
Password: your student ID number

Blackboard help is available 24/7. The Blackboard help phone number is 1.866.401.7784

## Cancelled class notification

If class is cancelled, students will be notified via a Blackboard announcement. These announcements will also be e-mailed to your SCCCD e-mail address.

## Attendance and Participation

- Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (3) class hours (50 minutes each).
- Students missing **six (6)** or more hours may be dropped from the course for non-attendance. For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
- Unless you regularly prepare for and attend class you cannot participate fully in the course. Your success in this course depends on your active participation. In fact, your participation and homework is worth a portion of your grade. There will be no opportunity to make up missed participation points.
- Participation points will be earned for activities such as:
  - Participating in group discussions
  - Participating in group projects
  - Demonstration of skills at the board
  - Oral presentations
  - In class projects and work papers
  - Many other activities
- Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is rude. Class begins on the hour, not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in your seat and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early (without making prior arrangements).
- Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be aware that participation points and quiz points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

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## Drop Policy:

- If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

## Student Conduct:

- As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
- Conduct standards are designed to perpetuate the college's educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

## Appropriate Apparel:

- Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

## Cell Phone Use:

- If you carry a cell phone or pager, please turn the ringer off or to vibrate so the rest of the class is not disrupted by a ring or beep. If your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class. A ringing cell phone or pager may also initiate a pop quiz for the entire class.
- Please do not use cell phones or mobile devices to text, play games, or send e-mails during class unless you've been directed to do so by the instructor.

## Ethics in the classroom:

- You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other). All assignments will be checked using Turnitin.com, and plagiarism will earn an automatic 0 for the assignment. More than one incident of plagiarism per student will be cause for being dropped from the course.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.