

BA 38: Operation of Small Business | Course Syllabus

Reedley College

Course: BA-38-59885-2017SP: Operation of Small Business
Spring 2017

Instructor: Andrew Shinn, MBA **Email:** andrew.shinn@reedleycollege.edu

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

Classroom: Online

Important Dates: January 9 (Instruction begins), January 20 (Last day to drop for a full refund), March 10 (Last day to drop with a W – letter grades are assigned after this date), May 15-19 (Final exams week), May 19 (End of Spring semester)

Holidays: January 16 (Martin Luther King, Jr. Day), February 17 (Lincoln's Day), February 20 (Washington's Day), April 10-14 (Spring Break)

Text: The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It <https://amzn.com/0887307280>

Required Reading

In addition to the assigned text, each student will be required to subscribe to Hulu (<http://mbsy.co/gBRQS>). Some of our discussions will be based on video material. The cheapest subscription is \$7.99 per month, and you may be able to get a free month by using your .edu e-mail address to sign up.

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
- Interviews with subject matter experts

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Course Activities & Evaluations:		Earned Percentage of Possible Points -	
Grade:			
Participation	15%	90 - 100%	A
Assignments	20%	80 - 89%	B
Projects	40%	70 - 79%	C
Quizzes & Exams	25%	60 - 69%	D
		< 60%	F

Policies

Late Work

Late work will not be accepted. Clients won't keep working with you if you don't deliver on time, and this is a good chance to get used to delivering on time.

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 Canvas. I use Canvas 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.

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- 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.

Canvas

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

The website is:

<http://scccd.instructure.com>

- The standard Canvas login is:

Username: Your 7-digit student ID number.

Password: If you have not previously changed your password, it is:

First name initial (upper case) + last name initial (lowercase) + date of birth (mmddyy)

Example: John Smith born on July 9th of 1988 Password =Js070988

If you do not know your password and need assistance: (559) 499-6070

Cancelled class notification

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

Attendance and Participation

Generally, there will be no weekly attendance requirement. There are a few exceptions to this:

- You must log on to the course in Canvas by Thursday, January 12, 2017 at 12pm. If you have not logged in by this point (according to Canvas's access logs), you'll be dropped you from the course.

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

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conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

Ethics in the class:

- 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.