

Course: BA-38-55652-2020 FA

Operation of the Small Business Fall 2020

Instructor: Dr. Sarah Maokosy

Email: sarah.maokosy@reedleycollege.edu

Required Reading

Textbook: [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#)

Meeting Day, Time & Location: Online

Office Hours:

Week 6 to Week 17: Wednesdays 5:30pm to 6:20pm
9/16, 9/23, 9/30, 10/7, 10/14, 10/21, 10/28, 11/4, 11/10*, 11/18, 11/25, 12/2

Additional Hours: Week 6 & 17 Monday 5:30pm to 6:20pm
9/14 & 11/30

Important Dates:

- August 10 (M) Start of Fall 2020 semester
- August 10 - October 9 (M-F) Short-term classes, first nine weeks
- August 21 (F) Last day to drop a Fall 2020 full-term class for full refund
- August 28 (F) Last day to register for a Fall 2020 full-term class in person
- August 28 (F) Last day to drop a Fall 2020 full-term class to avoid a "W" in person
- August 30 (SU) Last day to drop a Fall 2020 full-term class to avoid a "W" on WebAdvisor
- September 7 (M) Labor Day Holiday (no classes held; campus closed)
- September 11 (F) Last day to change a Fall 2020 class to/from Pass/No-Pass grading basis
- October 9 (F) Last Day to drop a full-term class (letter grades assigned after this date)
- October 12 - December 11 (M-F) Short-Term classes, second nine weeks
- November 11 (W) Veterans Day (no classes held, campus open)
- November 26-27 (Th-F) Thanksgiving holiday (no classes held; campus closed)
- December 7-11 (M-F) Fall 2020 final exams week
- December 11 (F) End of Fall 2020 semester

Course Description:

This course teaches students to take a systematic approach to developing and managing a small business. Emphasis is placed on discussions, case studies, and practical exercises that help students to develop expertise in the operations, marketing, human resource utilization, and financing of a small business venture. ADVISORIES: Mathematics 201 and English 132. (A, CSU)

Semester Outline:

Week 1- Business Idea & Business Plan Overview
Week 2- Chapter 1 & 2- Business Idea
Week 3- Chapter 3- Cover Page & Table of Contents
Week 4- Chapter 4 & 5- Executive Summary
Week 5- Chapter 6

Week 6- Chapter 7- Claritas Prizm
Week 7- Chapter 8
Week 8- Chapter 9- Marketing Plan
Week 9- Chapter 10 & 11- Business Plan Midterm
Week 10- Chapter 12- Advertising Plan with Calendar
Week 11- Chapter 13- Competitor Analysis
Week 12- Chapter 14- Location Analysis
Week 13- Chapter 15- List of Trade Associations
Week 14- Chapter 16- List of Licenses and Permits
Week 15- Chapter 17- Financials and Financing Plan
Week 16- Chapter 18- Personnel Plan
Week 17- Chapter 19, Epilogue, & Afterword- Major Obstacles
Week 18- Final Business Plan and Elevator Pitch

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.

Prerequisites

Advisory

MATH-201 - Elementary Algebra

Outcomes

1. MATH-201 SLO1: Apply real number operations to simplify and factor algebraic expressions.
2. MATH-201 SLO2: Solve linear and quadratic equations.
3. MATH-201 SLO3: Use graphic representation of an equation in two variables to solve appropriate problems.

AND

Advisory

ENGL-132 - Accelerated Reading and Writing

1. Write multiple source-based essays of at least 1,200 words that include:

- an introduction, multiple paragraphs, and conclusion with:
- an arguable thesis sentence
- supporting details that exhibit critical thinking and use secondary sources
- correct MLA format, including a works cited page
- sentences that exhibit a command of sentence structure with minimal grammatical errors
- use of third person
- awareness of writing to specific audience
- an avoidance of intentional and unintentional plagiarism

2. Apply college-level, academic reading skills to read approximately 500 pages of academic texts, employing all stages of the reading process as necessary and appropriate:

- apply semantic, syntactic, and morphological clues to discern unfamiliar vocabulary
- analyze college-level, academic reading materials on a literal comprehension level (including topic, main idea, supporting details, and patterns of organization)
- analyze college-level, academic reading materials on a critical thinking level (including inferences, author's purpose and tone, bias, and argument)
- incorporate ideas and information from readings into writing

Course Objectives

1. Read business annual reports
2. Read business cases
3. Solve revenue, break-even analyses, and cost computational problems
4. Learn about possible financing sources for new or growing business ventures
5. Create a business plan
6. Learn strategies for enhancing cash flow
7. Learn how to complete a competitor analysis

CSLOs:

BA-38 SLO1: Solve revenue, break-even analyses, and cost computational problems by reading, interpreting, and analyzing developing pro-forma financial statements.

BA-38 SLO2: Identify financing sources for new or growing business ventures.

BA-38 SLO3: Identify the main characteristics of small businesses that are different than large businesses.

BA-38 SLO4: Create a business plan.

BA-38 SLO5: Identify procedures used in controlling cash flow in a small business.

BA-38 SLO6: Complete a competitor analysis.

Course Outline

- A. Small Business in a Global Economy
- B. Cultural Diversity and the Entrepreneur
- C. Ethics and Social Responsibility
- D. New Ventures and the Business Plan
- E. Buying out Existing Businesses and Protecting Intellectual Property
- F. Franchises
- G. Legal Aspects
- H. Location
- I. Financing
- J. Organizational Planning and Total Quality Management
- K. Accounting
- L. Planning and Control
- M. Analysis of Financial Statements
- N. Marketing Research and Marketing Channels
- O. Marketing Concepts
- P. Human Relations
- Q. Taxation and Risk Management

Course Activities & Evaluations:

Earned Percentage of Possible Points - Grade:

Participation	25%	90 - 100%	A
Assignments	25%	80 - 89%	B
Midterm	25%	70 - 79%	C
Final-Business Plan & Pitch	25%	60 - 69%	D

Policies

Late Work

Late work will **NOT** be accepted.

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 system. 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

For example, if I was a student in BA 39 (Finite Math), the subject line on my email would be as follows: BA 39 Sarah Maokosy Question about homework

2. Use the spell and grammar 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. This 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://sccd.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

- Your attendance and participation are important. Online- participation in discussion boards and completion of assignments and quizzes count for your attendance in the course.
- Students missing **six (6)** or more hours may be dropped from the course 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:
 - o Participating in group discussions
 - o Participating in group projects
 - o Demonstration of skills
 - o Oral presentations
 - o In class projects and work papers
 - o Many other activities

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.

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.

Faculty Profile

Dr. Sarah Maokosy



**K12 Pathway Coordinator- College of the Sequoias- Tulare County Office of Education
Adjunct Business Instructor/Club Advisor/Entrepreneurship Center - Reedley College,
Nasdaq Coach/Trainer- California Community Colleges,
Entrepreneurship Lecturer- CSU Fresno,
Adjunct Business Instructor- West Hills College Lemoore,
Professional Writer- CareerPro Global Inc.**

I am a compassionate individual. I am an energetic, kind, and bubbly person. I am passionate about helping others while sharing my knowledge and experience. I am a problem solver and often take the initiative to find a solution. "How can I help?"

As a disabled veteran, I struggled with the military to civilian transition which often times left me feeling empty. At first review, you may feel I have held various unrelated occupational roles during my career, but I will connect the dots for you so that they all make sense. The underlying theme all of my various professions have in common is SERVICE. No matter what my position or title is, I am always looking for ways to help others. "Please let me know how I can help."

My varied titles and positions have not only provided me with a vast amount of experiences and knowledge, but they have also further opened my mind and heart. I am a visionary, servant, and transformational leader, social entrepreneur and intrapreneur. From fighting a war in Iraq to fighting a war for employment, I pulled myself out of some tough times and continued to put forth my best effort. I fought my way through a war and fought my way through employment. I navigated the military to civilian transition and focused on my education to finally become Dr. Sarah Maokosy.

A unique fact about me is that I have five kids (boys) and five degrees (DM, MBA, BS, AS, and AA). I was basically pregnant for the last 10 years! Seriously though, I earned a degree for each one of my kids. They were able to experience the curriculum with me. Often times they were actively kicking me and making me feel uncomfortable during class. My boys are my life!

My parents have always told me to value the education I receive in the U.S. My parents grew up poor and barely survived the Cambodian genocide. I am fortunate to be born in America. If it weren't for humanitarians, my family and I wouldn't be here today. Throughout my childhood I was actively involved and spent a lot of my time in leadership and volunteer activities. I have always wanted to give back to my country for giving my family another chance at life, which is why I joined the US Army. I am thankful for my life and am very patriotic. I love our country-God Bless the USA!

No matter what happens in life, continue to push forward. Channel that negative energy into positive energy. Remember: Nothing is impossible. Make your dream a reality!!!

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