



**Small Business Management
BUSG 2309 – Course Syllabus**

**Semester with course reference number: Spring 2012, 79714, 38920
Course location, time: Spring Branch, Tuesdays 9:30-11:00 am**

**Semester with course reference number: Spring 2012, 79759, 38924
Course location, time: Spring Branch, Saturdays, 10:30-12:00 pm**

Instructor

Leonard C. Faucher M.M.ed.

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Only when very important should you call my cell, otherwise e-mail me.

Office Hours

One hour before class.

Course Description

A course on how to start and operate a small business. The course includes facts about a small business, essential management skills, the actual preparation of a business plan, understanding financial statements, marketing strategies, and legal and accounting issues. All class lectures will be taught from a group of 40 Power Point slides in which students are strongly encouraged to take notes as they will be also used as the foundation of quizzes. The slides will not be available to students although specific handouts will accompany some of the lectures.

Textbook Information

Scarborough, Norman M. and Thomas W. Zimmer, Effective Small Business Management, Tenth Edition, Prentice Hall, Upper Saddle River, New Jersey, 2012. ISBN: 978-0-13-2157436-9.
Ninth edition accepted.

Prerequisites and Lab Requirements

None

Academic Discipline/CTE Program Learning Outcomes

1. Identify essential management skills necessary for career success.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Construct a business plan.
4. Examine the role of strategic human resource planning in support of organizational mission and objectives.

Course Student Learning Outcomes (SLO): 4 to 7

1. Describe important issues about small business
2. Identify essential management skills required of a successful entrepreneur
3. Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business
4. Develop cost and revenue projections that are utilized in constructing projected financial statements
5. Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur
6. Construct a business plan

Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)

Describe important issues about small business

Identify essential management skills required of a successful entrepreneur

Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business

Develop cost and revenue projections that are utilized in constructing projected financial statements

Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur

Construct a business plan

Course Goals

The primary objective is to give the student an understanding of the entrepreneur's role and required tasks in a business enterprise by writing a complete business plan. The plan may be real or fictitious. This will entail learning essential management skills required of a successful entrepreneur and understanding important aspects of accounting.

Course Requirements and Grading Policy

Class Participation	: 50 points
Quizzes	: 100 points (5 quizzes x 20 points each)
Assignments	: 50 points (2 assignments x 100 points each)
Online Discussions	: 50 points
Business Plan (Final)	: 250 points

TOTAL : 500 points

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances

(i.e., family illness, accident, or an unforeseen event occurring at final exam time).

Class Participation: Class preparation and participation is a subjective item that will be evaluated in context of each of your overall accomplishments in the course. The more you participate in-class, the better your grade will be.

Quizzes: You will have at least five (5) unannounced quizzes on the lecture and reading material throughout the semester. Each quiz will be administered will be worth 20 points.

Assignments: There will be eight written assignments due throughout the semester. Each assignment is related to the completion of your business plan and, as a total, is worth 50 points. I will present a Business

Plan format for each student to follow which is attached to this syllabus. **NO OTHER FORMAT WILL BE ACCEPTED.** Detailed information on each assignment will be provided to you within the lectures.

Online Discussions: This is a “web-enhanced” course, which means that some of the course material may be taught, researched, and/or discussed online. We will be using either Eagle On-Line, search browsers, or e-mails to affect online discussions and/or research. The discussion topics throughout the semester will be centered around the various segments of your business plan. 50 points will be awarded for quality on-line discussions.

For every other class I will ask you to track two stock listings of your choice and determine to what degree you would be making or losing money if you owned the stocks. As part of the class discussion, I will relate our business management information to the success or failure of the stock. We will also discuss the importance of entrepreneur leadership and responsibilities as it relates to a small business. Students will be called upon to present their ideas to specific areas of their Business Plan. The quality and depth of your discussions are the main factors in determining your grade for this section.

Business Plan (Final): The final assignment is your unique, fully completed business plan. This counts as your final exam grade, and includes eight sections, completed financial projections, table of contents and front cover. In a binder, **TWO** copies must be submitted prior to one week before the last class of the semester. Detailed information on this final assignment will be provided to you.

Grading Scale

90 – 100:	A
80 – 89:	B
70 – 79:	C
60 – 69:	D
Below 60:	F

Quality of Writing

The Business Plan is an official document of your business, which could occasionally be shown to prospective investors, buyers, suppliers, government officials, and etc. For this reason, it needs to be written in very clear and correct English. Thus, you are required to take your assignments and final business plan to the Writing Center (Room 703 - (713) 718-5889) for grammar corrections *before* you submit them to me. Your grades will also depend on the quality of your writing.

Late Work Policy & Turnitin.com

I do not accept late work unless accompanied by a doctor’s note.

Please use the following information to register for the class on **Turnitin.com**:

Class Name: **Small Business Management BUS 2309**

Class ID:

Password:

Course Content

Student Learning Outcomes

Upon completion of this course, the student should be able to:

Describe important issues about small business; identify essential management skills required of a successful entrepreneur; understand a P&L Statement and Balance Sheet, and prepare a business plan.

Instructor Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities
- Read and comprehend the textbook
- Complete the required assignments and/or exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments

Instructional Methods

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning the field of business administration, modeling effective and efficient management strategies, and organizing and monitoring the field experience that allows you to connect the information that you learn in this course to the real world of business administration.

As a student wanting to learn about the field of business administration, it is your responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in classroom activities, attend class, and enjoy yourself while experiencing the real world of business administration.

You will spend the majority of class time involved in collaborative activities. You will be involved in discussions with your classmates and your instructor. As you will want to contribute to these discussions, you will need to come to class prepared to discuss, analyze and evaluate information from your text and other assigned readings.

Other Student Information

Go to the following URL: www.prenhall.com/scarborough/ for student supplements.

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: www.hccs.edu/handbookHome2.html.

Statement of Foundation Skills and Workplace Competencies (Scan Skills)

A study was conducted for the Department of Labor by the American Society for Training and Development which identified the seven skills U. S. employers want most in entry level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership.

HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment. Towards this end, the following skills will be included in this course. Testing and assessing these skills will vary according to individual instructors. The following are examples of how these skills may be incorporated in this course.

Demonstrating Thinking Skills - Creative thinking, Problem solving, Thinking logically, and seeing with the mind's eye by completing team and individual critical thinking and brainstorming exercises. The student is encouraged to "think out side the box", use independent thought, respect other's ideas, identify discrepancies between actual and what could/should be in different situations, and design strategies for reducing or eliminating the discrepancies. These exercises are part of the participation evaluation, which account for 5% of the semester grade.

Students with Disabilities

ADA Statement

The Houston Community College System does not discriminate on the basis of disability in the recruitment and admission of students or the operation of any of its programs and activities. The designated office for compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973 is the HCCS Access and Equity Office.

The College will make its campuses and programs accessible to individuals with disabilities in accordance the law. Where it is impractical to modify a specific area to make it accessible, the College will provide an accessible alternative.

For instructional accommodations the student should contact the HCCS disabilities services staff through the Counseling Office at least 60 days prior to the first day of class. Academic accommodations will be provided only after students have properly registered for services through designated disability services staff. Any student who anticipates difficulty in gaining access to a classroom should contact the center administrator at or before the time of registration

Academic Dishonesty

Scholastic Dishonesty (HCCS Student Handbook)

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un administered test;
- Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

Attendance and Withdrawal Policies

Class attendance is extremely important as my lectures contain additional real life experiences not found in the book. You are encouraged to get to know your fellow students in order to have a secondary source for lecture notes and handouts if you cannot attend a class session. Students are expected to assume the responsibility for learning. Your instructor will assist you, but the actual responsibility rests with you. Students are also expected to devote their energy to attaining the skills and knowledge required for their particular career goals. Disruptive activity that hinders other students' learning or deters an instructor from effective teaching will not be tolerated under any circumstances.

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. Attending class lectures is vital to understanding, integrating, and applying the concepts discussed in class. Attendance will be kept according to HCCS rules. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor before the class period. Students absent from class are still responsible for all material assigned and/or covered during the missed session. Students arriving late or leaving early should notify the instructor ahead of time, and sit in a seating location that is least likely to disrupt the class.

Makeup quiz tests:

Of the five quizzes administered, in the event of poor performance below an 80%, the student may take the same quiz a second time to prove his/her grade. The conditions for taking the SAME test a second time are as follows:

1. The student has NOT been tardy for class more than once.
2. The student has NOT been absent from class without a doctor's note more than once.
3. The student shall take the quiz before or after class.
4. 20% will be deducted from each quiz grade, allowing the student to earn the highest grade of 80%.

Grade Appeal, Refunds, Discipline Issues and Sexual Harassment Policy

Refer to the Student Handbook, Catalog and Schedule.

New Policy, "3-Peat"

Students who repeat a course for a third or more times may soon face significant tuition/fee increases at HCC and other Texas public colleges and universities. Please ask your instructor / counselor about opportunities for tutoring / other assistance prior to considering course withdrawal or if you are not receiving passing grades.

BUSG 2309 – Prof. Leonard Faucher Course Calendar (subject to change)

Week	Course Topics, and Chapters
1	In class: Introduction to SBM & Entrepreneurs and SBM, a quest to make money. Web Assignment: Research your idea for a Business Plan Online Discussion: Send your e-mail address with section no. to

	Prof. Faucher ➔
2	In class discussion and Business Plan Preparation, Present YOUR PLAN for class acceptance Reading Assignment: Chapter 1, Entrepreneurs
3	In class Business Plan Preparation – The Industry Small Business vs. Large Corporations Web Assignment: Your Industry
4	In class: Business Plan Preparation – Marketing Analysis Why you are taking this class! Web Assignment: Your Market Reading Assignment – Chapter 2, Strategic Management Online Discussion
5	In class: Business Plan Preparation – Competitive Analysis Ethical responsibilities of an entrepreneur Web Assignment – Your Competition
6	In Class: Business Plan Preparation – Marketing Plan Creating your assumptions Web Assignment – Prepare your Marketing Plan Reading Assignment – Chapter 3, Choosing a Form of Ownership
7	In Class – Designing your P&L Imputing your P&L factors Reading Assignment: Chapter 11
8	In class: Business Plan Preparation – The Management Team Preparing simple resumes and flow charts Read: Chapter 4, Franchising
9	No Class Spring Break / Semester Break
10	In class: Business Plan Preparation – Organization Plan

	<p>Business laws, Accounting Requirements</p> <p>Reading Assignment: Chapter 7, Creating a Solid Financial Plan</p>
11	<p>In class: Understanding the Balance Sheet</p> <p>Working your own P&L month by month</p> <p>Reading Assignment: Chapter 13, E-Commerce</p>
12	<p>In class: Classroom sharing of P&L Year 1</p> <p>Reading Assignment: Chapter 18, Inventory</p> <p>Online Discussion Topic</p>
13	<p>In class: Classroom Sharing of P&L Year 2&3</p> <p>Discussion: Pitfalls</p> <p>Reading Assignment: Chapter 14&15, Sources of Finance</p>
14	<p>In class: Classroom sharing of Balance Sheet</p> <p>Discussion : Funding sources</p> <p>Reading Assignment: Chapter 21, Ethics and Social Responsibility</p>
15	<p>In class: Classroom sharing of complete Draft Business Plan</p> <p>Preparing the Appendix</p> <p>Online Discussion Topic</p>
16	<p>Submit two complete copies of your Business Plan</p> <p>Plan future class networking activities</p> <p>Reaffirm your future leadership role</p>
17	<p><u>Business Plan</u></p> <p>by <u>Review Process</u></p> <p>In Class with final presentation Professor Faucher</p> <p>“The Road Not Taken” by Robert Frost</p>

Small Business Template

The Executive Summary – PSLO'S 1, 2 & 4

While appearing first, this section of the business plan is written last. It summarizes the key elements of the entire business plan.

The Industry– PSLO 2

An overview of the industry sector that your business will be a part of, including industry trends, major players in the industry, and estimated industry sales. This section of the business plan will also include a summary of your business's place within the industry.

Market Analysis

An examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are being met currently.

Competitive Analysis– PSLO 2

An investigation of your direct and indirect competitors, with an assessment of their competitive advantage and an analysis of how you will overcome any entry barriers to your chosen market.

Marketing Plan

A detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and product or service's benefits.

Management Plan – PSLO's 1, 2 & 4

An outline of your business's legal structure and management resources, including your internal management team, external management resources, and human resources needs.

Operating Plan– PSLO'S 1 & 4

A description of your business's physical location, facilities and equipment, kinds of employees needed, inventory requirements and suppliers, and any other applicable operating details, such as a description of the manufacturing process.

Financial Plan

A description of your funding requirements, your detailed financial statements, and a financial statement analysis.

PSLO'S

PSLO1: Identify essential management skills necessary for career success.

PSLO2: Describe the relationships of social responsibility, ethics, and law in business.

PSLO3: Construct a business plan

PSLO4: Examine the role of strategic human resource planning in support of organizational mission and objectives.