



Course Syllabus
Small Business Management
BUSG 2309

Semester with Course Reference Number (CRN)	Spring 2017 – Start 1/19/2017 – 5/11/2017 10823
Instructor contact information (phone number and email address)	Zarena Allen 832-338-8000 zarena.allen@hccs.edu
Office Location and Hours	By Appointment
Course Location/Times	Thursday's 6 PM – 9 PM
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0 External Hours: 0
Total Course Contact Hours	48.00
Course Length (number of weeks)	16 Weeks
Type of Instruction	Lecture
Course Description:	A course on how to start and operate a small business. Topics include facts about a small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues. (Formerly BUSM 2341)
Course Prerequisite(s)	FREQUENT REQUISITES <ul style="list-style-type: none">• MATH 0106• PRER 0100 & INRW 0410• INRW 0410
Academic Discipline/CTE Program Learning Outcomes	<ol style="list-style-type: none">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	<ol style="list-style-type: none"> 1. Identify management skills for a small business 2. Outline issues related to choosing a business 3. Outline issues related to obtaining a return on investment 4. Create a business plan
Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)	<p>Identify management skills for a small business</p> <p>Outline issues related to choosing a business</p> <p>Outline issues related to obtaining a return on investment</p> <p>Create a business plan</p>
SCANS and/or Core Curriculum Competencies: If applicable	<p>SCANS</p> <p>Identify management skills for a small business</p> <p>Foundation Skills - Basic -Reading</p> <p>Foundation Skills - Basic -Writing</p> <p>Foundation Skills - Basic -Mathematics</p> <p>Foundation Skills - Basic -Listening</p> <p>Foundation Skills - Basic -Speaking</p> <p>Outline issues related to choosing a business</p> <p>Foundation Skills - Basic -Reading</p> <p>Foundation Skills - Basic -Writing</p> <p>Foundation Skills - Basic -Mathematics</p> <p>Foundation Skills - Basic -Listening</p> <p>Foundation Skills - Basic -Speaking</p> <p>Outline issues related to obtaining a return on investment</p> <p>Foundation Skills - Basic -Reading</p> <p>Foundation Skills - Basic -Writing</p> <p>Foundation Skills - Basic -Mathematics</p> <p>Foundation Skills - Basic -Listening</p> <p>Foundation Skills - Basic -Speaking</p> <p>Create a business plan</p> <p>Foundation Skills - Basic -Reading</p> <p>Foundation Skills - Basic -Writing</p> <p>Foundation Skills - Basic -Mathematics</p> <p>Foundation Skills - Basic -Listening</p> <p>Foundation Skills - Basic -Speaking</p>
Instructional Methods	<p>Web-enhanced (49% or less)</p> <p>Hybrid (50% or more)</p> <p>Distance (100%)</p> <p>Face to Face</p>
Student Assignments	<p>Identify management skills for a small business</p> <p>No assignments selected for this outcome</p> <p>Outline issues related to choosing a business</p> <p>No assignments selected for this outcome</p> <p>Outline issues related to obtaining a return on investment</p> <p>No assignments selected for this outcome</p> <p>Create a business plan</p> <p>No assignments selected for this outcome</p>

Student Assessment(s)

All Quizzes are completed through CourseMate online by Cengage, which an online access key is given with the new text. If the student chose to purchase a used book, the student will have to purchase a separate access key. The following information below is needed to access the Live Course after the student has registered and input their access key which came with the text.

Live Courses

Small Business Management, Section BUSG 2309 TH | Spring 2017

Expected Enrollment: 24 students

Class Meeting Days: Thursday

Course Key: CM-9781285873213-0000051

1-800-354-9706 and choose option 5 for Tech Support

Week 1 --	Written Assignment Review Current impact of Current events Small Business: An Overview
Week 2 --	Discuss Chapter 2 Small Business: Management Entrepreneurship Quiz over Chapter 1,2 – Quiz Online CourseMate
Week 3 --	Chapter 3 - Social Responsibility, Ethics, and Strategic - Quiz Online CourseMate Assign Groups
Week 4 --	Chapter 4 - The Business Plan - Quiz Online CourseMate
Week 5 --	Chapter 5 – Franchising - Quiz Online CourseMate
Week 6 --	Chapter 6 - Taking Over an Existing Business - Quiz Online CourseMate
Week 7 --	Chapter 7 - Starting a New Business - Quiz Online CourseMate
Week 8 --	MIDTERM - Chapters 1-7 Chapter 8 - Accounting Records and Financial Statements Quiz Online CourseMate

Spring Break

March 13, 2017- March 17, 2017

Week 9 --	Chapter 9 - Small Business Finance - Quiz Online CourseMate
Week 10 --	Chapter 10 - The Legal Environment - Quiz Online CourseMate
Week 11 --	Chapter 11 - Small Business Marketing: Strategy and Research Quiz Online CourseMate
Week 12 --	Chapter 12 - Small Business Marketing: Product - Quiz Online CourseMate
Week 13 --	Chapter 13 - Small Business Marketing: Place - Quiz Online CourseMate
Week 14 --	Chapter 14 - Small Business Marketing: Price and Promotion - Quiz Online CourseMate
Week 15 --	Chapter 15 - International Small Business - Quiz Online CourseMate
Week 16 --	Chapter 16 - Professional Small Business Management - Quiz Online CourseMate Chapter 17 - Human Resource Management - Quiz Online CourseMate Chapter 18 - Operations Management - Quiz Online CourseMate
Week 17 --	Presentations (See attached Rubric on last page)
Week 18 --	Final Exam – Chapters 1-18 Comprehensive - 100 Questions

Instructor's Requirements

MAKE-UP POLICY

Makeup exams will not be allowed unless I am notified of the circumstance in advance or the situation warrants consideration examples: (Death in the family, documented evidence of illness, etc.)

Program/Discipline Requirements: If applicable

HCC Grading Scale:

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For Health Sciences Programs Grading Scales, see the "Program Discipline Requirements" section of the Program's syllabi.

Instructor Grading Criteria

Weekly Quiz over Chapter's	10%
Class participation / Thinking Skills	10%
Midterm and Final Exam	50%
Essays / Case Studies	10%
Business Plan and Presentation	20%

Instructional Materials

Hatten, Small Business Management; Entrepreneurship/Beyond, Sixth Edition, Cengage, 2016. ISBN: 9781305621343 Hatten, Small Business Management; Entrepreneurship/Beyond, Sixth Edition, Cengage, 2016. ISBN: 9781305621343 - Required New Book with Access

Important - You can purchase E-book and CourseMate online access by clicking the information below.

You need the access below (click link) to complete Your Weekly Quizzes, Participation and Critical Thinking Skills Percentage totaling 20%; in addition to completing your Group Project Business Plan and Individual Business Plan worth an additional 20% totaling 40%, which prepares you for your mid-term and final. If you purchased a new book your access key accompanied the book.

Note: Also, at the bottom of the page of the accessed link you will find a tab that says related products and you can select e-book since currently, new books are on back order as of 2/3/2017 U.S. wide. You can also try ordering a used book through other book vendors that may just have the book.

[CourseMate with Online Interactive Business Plan and LivePlan, 1 term \(6 months\) Instant Access for Hatten's Small Business Management: Entrepreneurship and Beyond, 6th Edition](#)

HCC Policy Statement:

Access Student Services Policies on their Web site:

<http://www.hccs.edu/district/students/student-handbook/>

<http://hccs.edu/student-rights>

EGLS3 -- Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Access CE Policies on their Web site:

<http://hccs.edu/CE-student-guidelines>

Small Business Management BUSG 2309

Business Plan Grading Rubric

Student: _____

Company Name: _____

Type of Business: _____

Total Points Earned: _____

Business Plan Elements	Points Possible	Points Earned	Comments
Business Plan Format Guidelines Cover page and Table of Contents (if provided)	10 Points		
Executive Summary Overview of the business plan to include <ul style="list-style-type: none"> • The market and customer base • Marketing and sales • Competition • Business operations • Financial estimates 	10 Points		
Industry <ul style="list-style-type: none"> • Industry trends • Major players in the industry • Summary of the businesses place within the industry 	10 Points		
Market Analysis <ul style="list-style-type: none"> • Demographic characteristics of market • Geographic location • Identify the need for the product/service • Strategies to appeal to market 	10 Points		
Competitive Analysis <ul style="list-style-type: none"> • Assessment of direct and indirect competitors • Assessment of businesses competitive advantage • How business will overcome entry barriers to chosen market 	10 Points		
Market Plan <ul style="list-style-type: none"> • Sales strategy • Pricing plan • Proposed advertising • Promotion activities • Product or service's benefit 	10 Points		

Management Team Plan <ul style="list-style-type: none"> • Key executives & their skills/experience • Benefit of each executive to company • Explain how team is positioned/qualified to operate the business • External management resources • Human resource needs 	10 Points		
Operating Plan <ul style="list-style-type: none"> • Businesses physical location • Facilities and equipment • Inventory requirements and suppliers • Manufacturing process (if applicable) 	10 Points		
Financial Plan Startup capital requirement <i>Might include the following as applicable:</i> <ul style="list-style-type: none"> • Legal & Administrative expenses • Cash, inventory & other assets • Short term liabilities • Long term liabilities • Owner's Investment • Debt requirement 	10 Points		
Project overall (Content, appearance, and cohesiveness)	10 points		
Total Points	100 Points		

Instructor Guidelines for Using the Business Plan Grading Rubric

1. Review the business plan.
2. Review the appropriate category on the student's plan based on the guidelines provided in the rubric for the business plan sections presented, as well as detail, creativity, and professionalism. Points should be allocated in the "Points Earned" column of the grading document.
3. Comments may be added to provide the student useful feedback on each section of the plan.
4. Add the total points earned and write the number in the space provided at the end of the rubric.
5. Write the number in the space provided at the top of the rubric.