

SYLLABUS BUSM66 CLASSROOM COURSE SMALL BUSINESS MANAGEMENT (CSU)

Dr. Ralph Jagodka
BUSM 66 Spring 2023
TTh 9:45-11:10 (79-3240)
CRN #41318

Home Page:
<http://instruction2.mtsac.edu/rjagodka/>

E-Mail: rjagodka@mtsac.edu

Office: Bldg. 79-3200 D
(909) 274-4990

On Campus Student Hours –
Tuesdays, Wednesdays, Thursdays: 7:00 a.m. - 8:00 a.m.

Student hours are for you. I am here to support and assist you, not only for our class, but also for your educational, professional and career goals. Please stop by when you can so we can chat.

Course Contents

1. The Entrepreneurial Life
2. Integrity, Ethics and Social Entrepreneurship
3. Getting Started
4. Franchises and Buyouts
5. The Family Business
6. The Business Plan: Visualizing the Dream
7. The Marketing Plan
8. The Organizational Plan: Teams, Legal Structures, Alliances and Directors
9. The Location Plan
10. Financial Statements
11. Forecasting Financial Requirements
12. Financing a Small Business
13. Planning the Harvest
14. Building Customer Relationships
15. Product and Supply Chain Management
16. Pricing and Credit Decisions
17. Promotional Planning
18. Global Opportunities for Small Business
19. Professional Management in the Entrepreneurial Firm
20. Managing Human Resources
21. Managing Operations
22. Managing the Firm's Assets
23. Managing Risk in the Small Business

See the Official BUSM 66 Course Outline:
<http://webcms10.mtsac.edu/PublicAccess.aspx>

Why Study Small Business Management/Entrepreneurship?

Small business management and entrepreneurship are fast becoming core disciplines across colleges and universities, and for good reason. Statistics show that over 99% of U.S. businesses are small. Almost every large business started out small, run by an entrepreneur. The business climate today is characterized by uncertainty, which requires that all enterprises must be entrepreneurial to survive.

The Small Business Administration points toward five factors that determine small business success: drive, thinking ability, people skills, effective communication, and functional/technical abilities. Gaining small business management or entrepreneurial experience and developing a combination of these skills and abilities may lead to career success.

BUSM 66: Small Business Management

This BUSM 66 course will introduce you to a working knowledge of the entrepreneurial mind frame, business models, start-up methods, along with functional knowledge regarding business planning, marketing, legal structures, accounting, finance, customer relationship management, supply chain management, pricing, promotion, strategy, human resources, operations, and sales - all within the small business context.

Small Business Management Certificates

Small Business Management Certificates will provide a deeper level of understanding, along with technical details that may provide the necessary preparation for continued bachelorette studies. Small Business Management Level I and Level II Certificates can be earned while pursuing your transfer degree – with the need to only take two additional course(s) beyond the CSU/UC curriculum.

Level I Certificate course requirements: Take these as AA elective courses (Earn certificate while pursuing AA transfer degree without taking any additional courses):

- Principles of Business - BUSM 20 (3 units)
- Small Business Management - BUSM 66 (3 units)
- Principles of Marketing - BUSS 36 (3 units)

Level II Certificate course requirements:

If transferring to CSU or UC: Take BUSM 60 as part of CSU general education requirements, and take BUSM 61 and BUSM 62 to earn the Level II Certificate.

Please visit our interactive Business Management Certificate Awards web page to identify which certificates you have earned (or are close to earning):

<https://instruction2.mtsac.edu/rjagodka/Certificates/Certificates1.htm>

On the above-mentioned web page, you can indicate the courses you have taken (or are taking) to determine progress toward achieving certificate awards. Please remember that certificates become part of your college transcript and may be very helpful to your vocational interests while you continue to work toward your academic goals.

Please feel welcome to contact the Mt SAC Counselor specific to the Business Management program: Bernadette Flamenno - bflameno@mtsac.edu (909) 274-4492. She can help you determine your academic goals along with the courses needed to fulfill them.

Small Business Management A.S. Degree

The Small Business Management A.S. Degree is designed to help you build an array of required skills for successful small business operations, as a manager or entrepreneur. The combination of courses will provide a strong foundation for successful business participation and the development of specific functional expertise in the small business context.

Please find degree requirements here:

<https://catalog.mtsac.edu/programs/programsaz/business-management/business-small-business-management/>

My Teaching Philosophy

I am passionate about teaching because I wish to make a positive difference in your professional life. I wish to help you to become confident about your future, with the ability to align your personal goals to your professional life. I strive to provide you with on-line tools and best practices to help you self-assess and explore options. I believe that self-knowledge will provide you with the foundation for meaningful career discovery and development. I have developed career-specific web resources in an effort to help you move forward.

Small Business Management & Entrepreneur Career Resources

Have you ever thought of starting your own business? If so, I have developed some resources that might be very helpful to you. Please visit this page to see Business Startup Guides: https://consultapedia.com/main/startup_guides.php Additionally, I have developed resources to help you glean insight from over 1,200 entrepreneurs. The entrepreneurs give interview responses that span competitive practices, start-up, information sources, technology, training, financing, challenges, and advice. Here is a page to get you started, with information about the Entrepreneur Interview Project and how to access entrepreneur insights: https://consultapedia.com/main/entrepreneur_interviews.php

I have also developed resources to help you build skills needed to run your business: https://consultapedia.com/main/critical_business_skills.php Each resource has constantly-updated resource links to help you get up to speed quickly.

Other Career Resources ...

How can we get started without getting overwhelmed? Simple - we just need to choose the most appropriate starting point. Use our career pages to explore the career(s) of choice.

4-minute Helper Video - <https://youtu.be/zKXk6Y-4BsU>

Take Our Online Careers Test

Explore multiple alternative careers based on your preferences:

<https://consultapedia.com/careers-test/careers-test.php>

Do You Seek a Virtual or Work From Home Job?

Here is a page to help you identify, prepare, apply for, and obtain a "virtual" or "stay at home" job: https://consultapedia.com/work_from_home/

3-minute Helper Video - <https://youtu.be/jqqK-ZDaJTw>

Do You Know Which Job Title You Seek?

If we already have a good idea about which job title we seek, we may start our preparation by searching using specific keywords, and then diving into how to specifically prepare for this type of career:

<https://consultapedia.com/career/careers.php>

3-minute Helper Video - <https://youtu.be/KjYosyykDFY>

Would You Like to Explore Careers That Relate to a Specific Academic Discipline/Major?

Selecting an academic major (over 100 are listed) can help us to identify specific types of careers. Some degree programs are very specific regarding employment opportunities, while others offer a multitude of career choices. Please select an academic major for details:

<https://consultapedia.com/mtsac/>

3-minute Helper Video - https://youtu.be/h_94RJfFGTY

Would You Like to Explore Careers by Level of Academic Achievement - in Other Words What You Qualify For Now, or in the Near Future?

Browsing careers based on various levels of educational achievement can help us to discover careers that we might never have considered. This may help us to identify jobs that we qualify for now, or in the near future. We can also identify careers that are related to our choices, which allows us to fully explore our passions. We can explore careers and jobs predominantly filled by those with various academic degrees and levels of work experience:

https://consultapedia.com/career_by_education/

3-minute Helper Video (Entry Level Bachelor Degree Jobs) -

<https://youtu.be/8JyLyxxK8Wk>

Would You Like to Explore Careers by Examining Career Categories (SOC)?

Browsing careers based on categories (SOC Codes) can also help us to discover careers that we might never have considered. This tool provides a great way to explore careers from general to specific - using Standard Occupational Codes (SOC) as filters:

https://consultapedia.com/soc_codes/

3-minute Helper Video - <https://youtu.be/JQDQtZI4vhU>

Do You Just Need to See Active Job Listings, Without Career Preparation, Based on Educational Requirements?

This page allows you to search for active job listings immediately, by educational level requirements and/or level of experience required. You can browse job listings that require a specific level of educational achievement - you can also specify the U.S. city location (your city is the default), specify the distance from location, and specify when the job was posted:

https://consultapedia.com/jobs/jobs_by_educational_level.php

Do You Just Need to See Active Job Listings (general), Without Career Preparation?

This page allows you to search for active job listings. You simply specify the title of the job you seek ("sales" is the default). You can also specify the U.S. city location (your city is the default), specify the distance from location, and specify when the job was posted:

<https://consultapedia.com/jobs/jobs.php>

I designed these resources to encourage you to explore career options, while beginning to develop requisite and transferable business skills.

Textbook Required

Small Business Management: Launching & Growing Entrepreneurial Ventures, by Longenecker et al. - 19th Edition is required for this course. Several purchase formats are available. If you have any questions, please contact: Kristi.bibbey@cengage.com

ISBN: 9780357209592

Bookstore

The bookstore is selling the loose-leaf version of this book which includes an access code to MindTap. MindTap is not required but full of excellent supplementary practice material. If you opt for this bookstore bundle and would like to use the access code, you can enter MindTap by clicking on the URL below and follow the registration prompts. Once you gain access you will enter the bookstore code into the appropriate location clearly marked on your Cengage home page. This price is \$132

Course Link: <https://www.cengage.com/dashboard/#/course-confirmation/MTPPP58QG24L/initial-course-confirmation>

MindTap with eBook

MindTap is NOT required (nor used) for this course. Because MindTap does include the eBook, this is a great purchase option at a discounted price. Use the course link above to access the Mindtap course for this book. Once you have gained access, click on Purchase Options. Then scroll to the bottom of the page to find the discounted price of \$72.

eBook Purchase

The standard eBook can be purchased directly through the link here. That price is \$58.99
<https://www.cengage.com/c/mindtap-for-small-business-management-launching-growing-entrepreneurial-ventures-19e-longenecker/9780357039298PF/>

Cengage Unlimited

If you have multiple Cengage courses, you can gain access to ALL of them with this subscription for \$119.99. Use the course link (above) to access MindTap first. Then go to Purchase Options and choose this subscription. Ask your other instructor(s) for their course information to add more Cengage courses to your account. You can add eBooks simply by entering the author or title into the search bar. If you need assistance, please use the contact email above.

This course provides adult learning (andragogy), and academic teaching of theoretical concepts (pedagogy). As an analogy, the textbook is like a diving board, and the course activities are like the pool. In other words, the textbook provides us the framework (pedagogy) while our course activities provide us practical application of the material in the real world.

Course Objectives

1. Describe the field of entrepreneurship and its various forms.
2. Describe the basic tools for planning and decision making.
3. Debate the legal forms of business ownership.
4. Discuss marketing research - selling the product or service.
5. Describe the various forms used in financing a business.
6. Explain business financial planning.
7. Discuss the applicability of various pricing policies.

Student Learning Outcomes

This course attempts to provide an authentic experience on small business management principles and practice. This course has interwoven the following three (3) expected student learning outcomes:

1. You will be able to describe business planning for small business.
2. You will be able to discuss the legal forms of business ownership.
3. You will be able to discuss the marketing research process.

Accommodations

If you have any disability which may require classroom or test accommodations, please see me as soon as possible. If you have not already done so please register with Access at (909) 594-5611 x4290 or visit them in person at the Student Services Building, lower level, across from Admissions & Records.

Traditional Classroom Class

All of our contact will take place in the classroom setting. We will utilize Internet-enabled computers in the classroom to complete appropriate research.

Points/ Grading Criteria

Tests		
Three (3) Exams (50 questions each) worth 50 points each (lowest test score will be dropped). Use exam preparation sheets provided to prepare. Exams cannot be taken if >= 15 minutes late	=	100 Points (19%)
One (1) Final Exam (50 questions) – *must take to pass the course	=	50 Points (9%)
Class Participation		
One Project – (on-line papers worth 100 points) Entrepreneur Interview Project (submitted on-line)	=	100 Points (19%)
Activities		
Video reviews, exam prep, and other activities completed in class for points – (15 points each) No make-ups. Points for Exam Prep Sheets awarded only when covered on the morning due. Classroom activity points earned will vary based on depth of response. If tardy >15 minutes then activity points earned cut 50%	=	Approx. Points Vary e.g., 280 pts. (53%)
TOTAL POSSIBLE POINTS		= Approx. 530 points
Extra Credit		
Extra credit can be earned in this course by presenting “Entrepreneurial Perspectives” (from your Project) to the class. Extra credit should take about 5 – 10 minutes, and will earn 20 points.	=	20 Points added
Grading Check your grade at: http://instruction2.mtsac.edu/rjagodka/ - top of the “Courses” page		
90%	to	100% = A
80%	to	89% = B
70%	to	79% = C
60%	to	69% = D

Participation

Timely participation in this class will be very important, as points are attached to activities. The project and exams will be completed per the schedule that follows. The lowest exam score (of the first three exams) will be dropped. Because of this, there will be no make-up exams - an exam missed will be considered your lowest test score and will be dropped. The final exam must be taken to pass this course. If you miss a class activity there is no point make up.

Punctual class attendance is important. The instructor may drop if 9 instructional hours are missed (this is the equivalent of seven classes/ activities/ exams). If you miss 25% or more of the class (this is the equivalent of eight classes/ activities/ exams) you may receive an “F” for the course, regardless of test scores. Two tardies equal one absence.

BUSM 66 Tentative Schedule (subject to change)

Week Beginning (Mondays)	Lecture Chapter	Holiday	Coverage
February 20	Intro, 1		Introduction & Syllabus 1. The Entrepreneurial Life
27	2, 3		2. Entrepreneurial Integrity 3. Getting Started
March 6	4, 5		4. Franchises and Buyouts 5. The Family Business – 5A. Project handout – Intro
13	6, 7		6. The Business Plan - Project Q&A 7. The Marketing Plan - Project - Group Discussions
20	8		8. Human Resources: Legal Forms Project Q&A Exam Prep (5 pts) & 8a. Cheese and FISH videos
27	9		Take Exam 1 Review Exam & 9. Location/Web-based Business
April 3	10, 11 12		10. Financial Statements & 11. Forecasting & Project Q&A 12. Financial Plan: Sources of Funding
10	13, 14,		13. Planning the Harvest 14. Customer Relationships
17	15		15. Product and Supply Chain Management 15a. Influencing & Goals - Project Due 4/20
24			Exam Prep (5 pts) & Extra Credit Take Exam 2
May 1	17,18, 16		Review Exam & 17. Promotional Planning & 18. Global Marketing 16. Pricing and Credit Decisions
8	19, 20		19. Professional Management 20. Managing Human Resources
15	21 22,23		21. Managing Operations 22. Managing the Firm's Assets & 23. Risk
22			Exam Prep (5 pts) & 23a. Personal Finance Extra Credit & Priority Matrix, Precedence
29			Take Exam 3 Review Exam – Q&A
June 5			Final Examination (see below)

Final Exam Schedule BUSM 66

Class Meets	Final Date & Time
TTh 9:45 -11:10 a.m.	Thursday 6/8/2023 - 7:30 a.m. - 10:00 a.m.

Semester Project

This semester you will have the opportunity to examine entrepreneur insights. This project will focus attention toward small business in a different way. You will complete an interview with an entrepreneur to obtain valuable insights and begin the networking process.

Entrepreneur Interview – Project

This project has been designed to help you gain first-hand perspectives on small business management. One of the very best ways to learn about something is to talk to others who are successfully doing it. Your project this semester will require you to identify an entrepreneur (small business owner) and interview her/him. There are several ways to identify an entrepreneur (small business owner). First, try networking – talk to folks you know to see who might know of someone who owns a successful business with whom you might be able to talk. Another way is to hit the road – visit business establishments (locations near your home or work - or on the web) and approach the owner to see if they might be willing to answer eight questions for your class project. Once you have identified the entrepreneur, you may be surprised to find that getting them to answer your questions is quite easy – most often they love to talk about their business. Use a voice or tape recorder (cell phones do this conveniently) so you can focus on the conversation.

Probe for more details if their answer is overly brief. Please feel free to add your own clarity to the actual responses given. The response for your project is not a word-for-word quote, but, rather, written in the first person (as if you are the entrepreneur), and expanded as appropriate. Write it in the 1st person (use “I”) – as if you responded to the questions (10 points per question possible). The goal is to have each response be a minimum of 125 words. This will maximize your project score. Please add to and enhance their responses so you can get the word count.

Reductions occur due to grammar, spelling, and punctuation.

ONLY list names in the on-line form under Entrepreneur Information - Do not list the interviewee name or company name in any question response or in your insights section (reductions will occur). This will keep the publicly accessible interview anonymous.

The project assignment itself will be completed using an on-line web form. Please enter your content directly into the web form, or copy from the file supplied to you. Please edit your work for accuracy, grammar, spelling and readability, and then visit the on-line input form. Once on-line, you can copy and paste from your text file into the form for project completion. Be sure to VERIFY that your assignment posted correctly, before the due date, to avoid a point penalty. If you cannot enter the project into the on-line form, you must email (as email file attachment) to instructor (rjagodka@mtsac.edu) to receive credit (before due date). The emailed content then must be input into the form the following class day (see instructor for help). Papers must be entered directly or copied into the on-line form to be graded.

Downloadable text file (to draft your assignment) available at:

https://consultapedia.com/entrepreneur_interviews/eip_preparation_file.txt

Questions can be downloaded (to share with interviewee in advance) here:

https://consultapedia.com/entrepreneur_interviews/eip_questions.php

On-line input form (to complete assignment) available at:

https://consultapedia.com/ent_int_archive/ent_int_archive_add.php

Check to see that your practices have posted correctly at your class site:

https://consultapedia.com/ent_int_archive/ent_int_archive_verify_class_name.php

Plagiarism (*do not copy* word for word from other works (web sites, etc.)

Please understand that Plagiarism will result in zero points for a project, and possible failure of the class. For your projects, please use your original content – do not copy from others. Cheating and other forms of academic dishonesty may result in a failing grade for the course.

Grading Rubric

Projects will be input via an on-line web form (*no hard copy papers accepted*). If you cannot enter project into the on-line form, you must email (as TXT file attachment) to instructor (rjagodka@mtsac.edu) to receive credit (before due date). The emailed content then must be input into the web form the following class day (see instructor for help). Papers must be entered directly or copied into the on-line form to be graded.

Entrepreneur Interview Project – Grading Rubric		
This project will ONLY be accepted on-line. To complete this assignment, please use the input form at: https://consultapedia.com/ent_int_archive/ent_int_archive_add.php Contact instructor for login credentials		
<i>Late Papers accepted up to ONE week from due date with reduction of 20 points</i>		
<p>Entrepreneurial Perspectives – 8 questions will be asked of an entrepreneur for your project. Probe for more details if their answer is overly brief. Please feel free to add your own clarity to the actual response given. The response for your project is not a word-for-word quote, but, rather, written for clarity, and expanded as appropriate. Write it in the 1st person (use “I”) – as if you responded to the questions (10 points per question possible). <u>The goal is to have each response be a minimum of 125 words.</u> This will maximize your project score.</p> <p>Reductions occur due to grammar, spelling, and punctuation.</p> <p>ONLY list names in the on-line form under Entrepreneur - Do not list the interviewee name or company name in any question response or in your insights section (reductions will occur). Please be sure to edit your work <u>before</u> you submit it on-line.</p>		
Entrepreneurial Perspectives Element	Points Possible	Points Earned
Question #1 (details given, give 1 strong paragraph)	10	
Question #2 (details given, give 1 strong paragraph)	10	
Question #3 (details given, give 1 strong paragraph)	10	
Question #4 (details given, give 1 strong paragraph)	10	
Question #5 (details given, give 1 strong paragraph)	10	
Question #6 (details given, give 1 strong paragraph)	10	
Question #7 (details given, give 1 strong paragraph)	10	
Question #8 (details given, give 1 strong paragraph)	10	
Insights Learned – Details of learning from conducting this interview – what was most meaningful to you. Give at least 2 strong paragraphs – A paragraph is considered strong if it contains a minimum of <i>125 words</i>	20	
TOTAL	100	0