

BMGT 1391.710

The Business Plan

Fall 2011
Mondays
7:00-9:50 pm
SH 210-2



Instructor: Connie Nichols
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Office Hours

Required Text: Entrepreneurship 2nd Edition by Mariotti & Glackin bundled with Business Feasibility Analysis Pro. 2010 Prentice Hall ISBN: 132817098 This book can be purchased at the Odessa College Bookstore or from various online sources.

Course Objectives: Focuses on the challenges, opportunities, and management issues relating to small business.

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

- A. Examine elements necessary to launch, operate, and manage a small business
- B. Evaluate the relative merits of small business opportunities
- C. Complete a business plan.

Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent Odessa College Catalog. Your final grade will be based upon a combination of the following factors:

1. Preparedness
2. Purposeful participation in the classroom discussion
3. Ability to relate and apply the concepts discussed in the course

4. Scores on exams, projects, and other assignments
5. Attendance of a minimum of 4 community leadership meetings
6. Score on final exam



Note that preparedness and purposeful participation are the first two elements of the grading criteria. Being prepared means having the tools you need to take notes or to complete a writing assignment (book, pen, pencil, paper, etc). This is **not** strictly a lecture course. Students will be required to actively participate in the discussions, both individually and in assigned groups. You cannot participate if you are not present in class, and purposeful participation is difficult to achieve if you are not prepared. If you must be absent, please contact your instructor before the absence if possible or as soon after the missed class as possible to make arrangements for the make-up work or missed assignments. **This is your responsibility.** Show respect to everyone in the class by communicating appropriately - do not sleep or put your head or feet on the tables or chairs. Taking phone calls during class is disruptive as well.

The instructor's office hours and phone numbers are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Management students are encouraged to make appointments with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

Departmental and Instructor Course Requirements, Evaluation Methods and Grading Policy: There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by due date. Check the Assignment page for details. Students are required to attend a minimum of 4 community leadership meetings during the each semester. Check the calendar page for a list of organizations, meeting dates and times, and instructions.

- Class Participation 30%
- Skills Exercises 20%

- Business Plan 20%

- [Community Leadership Meetings](#) 10%

- Project Presentation - Final Exam 20%

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Student will receive an updated grade sheet along with the graded assignment and any comments or suggestions regarding the work submitted.

If you consider withdrawing or dropping this class, please contact the instructor who will provide information regarding withdrawals, dropping a class or receiving an incomplete.

Management students should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.

Student E-mail: If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account:

<http://www.odessa.edu/gmail/>

Objective of the Management Department: The primary objective of the management program is to prepare each student for full time employment in supervision. The management program is not intended to serve as preparatory work toward a baccalaureate degree although courses are transferable to several colleges and universities. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: <http://www.odessa.edu/dept/management/>

Management Department Philosophy: Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Management Department of Odessa College:

- **M - managing**
- **A - all**
- **R - resources,**
- **K - knowledge and**
- **E - efforts**
- **T - toward**
- **I - intentionally**
- **N- navigating**
- **G - gains**

Learning Contract: Each student is expected to make a commitment to learn.

On this day, _____ I, _____ commit to learn.

Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

Course Outline

tentative schedule

Date	Topic	Assignment
Week 1 8-22	Course Introduction Quiz on page 10 of text	
Week 2 8-29	Unit 1 Chapter 1 Entrepreneurs Recognize Opportunities Chapter 2 The Business Plan: Road Map to Success	
Week 3 9-5	Labor Day - no class	
Week 4 9-12	Chapter 3 Creating Business from Opportunity	Unit 1 Business Plan Due

10-24	Chapter 11 Addressing Legal Issues and Managing Risk	Business Plan Due
Week 11 10-31	Chapter 12 Operating for Success	
Week 12 11-7	Chapter 13 Management, Leadership, and Ethics	
Week 13 11-14	Unit 5 Chapter 14 Franchising, Licensing, and Harvesting: Cashing in Your Brand	Unit 4 Business Plan Due
Week 14 11-21	Work on Presentations	
Week 15 11-28	Project Presentations	Unit 5 Business Plan Due
Week 16 12-5	Project Presentations	

Holidays: September 5, 2011 – Labor Day (College Closed)
November 22 (5:30 pm) – 27 – Thanksgiving (College Closed)

Last Day to Drop: November 9, 2011
Graduation: December 9, 2011
