

BUSG 2309.WB

Small Business Management Syllabus

Fall 2011

How to start and run
your own small business



Instructor: Connie Nichols

E-mail: cnichols@odessa.edu

Office: Sedate Hall 208

Phone: 432-335-6521

Instructor's Comments: Be sure to read and follow the [course instructions](#) found below. In order to successfully complete this course, you should allow plenty of time to do the assignments. The assignments are not designed to be done quickly. I would suggest setting aside several hours each week to specifically work on this course. Pay close attention to the due date for each lesson. Please feel free to contact me at cnichols@odessa.edu any time during the semester with questions, comments, or other issues regarding this course. I look forward to hearing from you.

It is important for you to read ALL of the information on this page in order to successfully complete this course.
If you have questions about the required Community Leadership Meetings or any other aspect of the course, please contact me at cnichols@odessa.edu

Course Description: Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. 3 Credit Hours (SCANS 4, 6, 8, 9) No prerequisite required.

Required Text: Entrepreneurial Small Business, 3rd edition by Jerome Katz and Richard Green, McGraw-Hill, ISBN: 9780073381572. This book may be purchased from the Odessa College Bookstore or from an online book seller.

Instructor's Office Hours: [Office Hours](#)

Course Goals and Outcomes: Upon successful completion of this course, student will

be prepared to

- describe important issues about small business
- identify essential management skills required of a successful entrepreneur
- explain the importance of the 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. Timeliness of lesson submissions
2. Ability to relate and apply the concepts discussed in the course
3. Scores on lessons
4. Attendance of a minimum of 4 [community leadership meetings](#)
5. Score on final exam

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

Management students are encouraged to make an appointment 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. Students are required to attend a minimum of 4 community leadership meetings during each semester. Check the calendar page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

• Online Quizzes	30%
• Web Exercise	25%
• Discussion Questions/Cases	25%
• Community Leadership Meetings	10%
• Final Exam	10%

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 any graded assignments 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 object of the management program is to prepare each student for employment by providing skills training in critical thinking, problem solving, decision making, communication, self-management, and leadership. The management program is not intended to serve as preparatory work toward a baccalaureate degree. 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. Example below:

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](#).

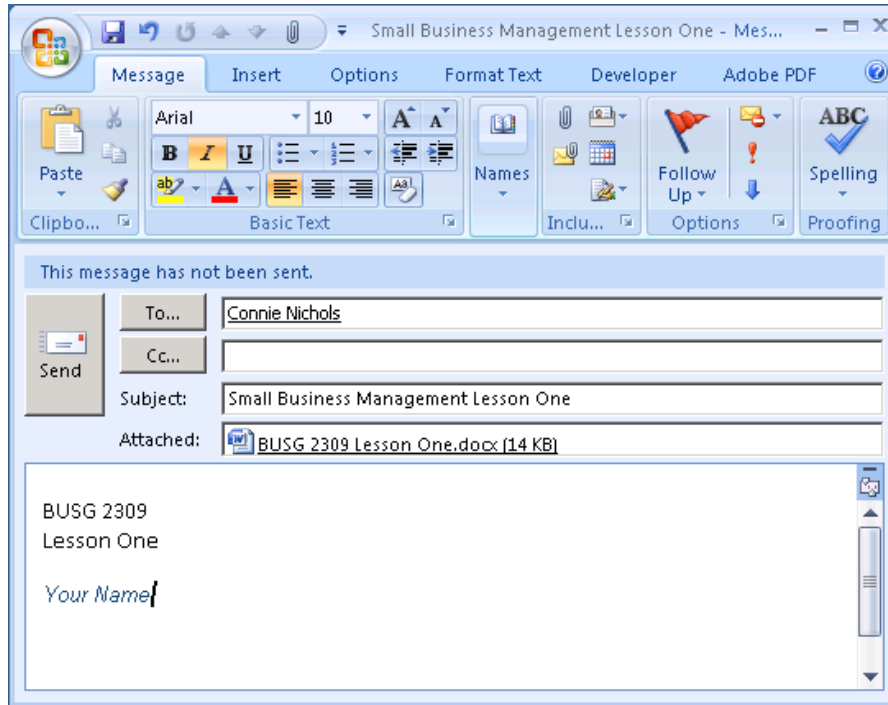
Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may 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.

Submitting Lessons

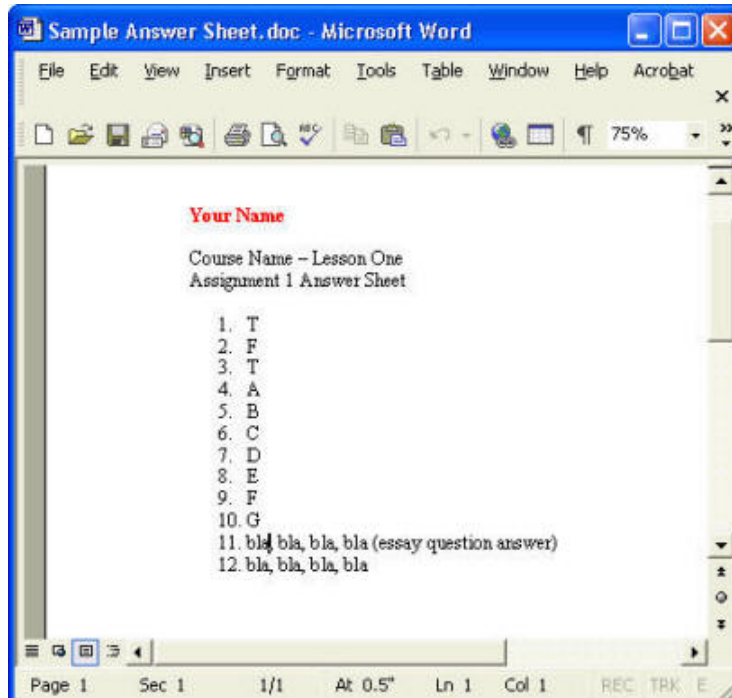
The course lessons are available to view and/or print from this website. For each lesson, you will need to:

1. Read the assigned chapter. Complete all assignments for each lesson by the due date to avoid being penalized. Grades will be returned to you by e-mail along with instructor's comments regarding your work.
2. Complete the online quiz for each chapter by going to the text book publisher's website -
Course URL: <https://www.eztestonline.com/265337/index2.tpx>
You will need to register on this site following the instructions found by clicking on this link:
[EZ TEST ONLINE STUDENT HANDOUT](#)

3. Prepare an answer sheet for the other assignments for each lesson. You can attach your answer sheet to an email to me or you can type your answer sheet in the body of the email. Be sure to include your name, the course name/number and the lesson number on the answer sheet.



Sample Answer Sheet



4. Make sure you put your name and course number in the body of the email.

5. When answering the essay and discussion questions, please use complete sentences and include an example from your own experience whenever possible. This helps me determine if you are understanding the topic and if you are developing critical thinking skills needed to be successful in today's workplace. Points will be deducted for not providing examples.

6. If you have questions, please call me at 432-335-6521 or email me at cnichols@odessa.edu.

How to submit your work if your computer crashes or if you lose your internet connection: If your computer goes down or you lose your internet connection, you are still responsible to turn in your lessons by the due date. There are computer resources available on campus. If you cannot email your assignment, you can

Deliver it to my office: SH 208. If I am not in my office, you should leave it in my box located in the hallway.

Mail it to me: Connie Nichols, Odessa College, 201 W. University, Odessa, TX

**Lesson Due Dates
Fall 2011**

Lesson Number	Chapter	Due Date
Lesson One	Chapter 1 - Small Business: Its Opportunities and Rewards	9/6
Lesson Two	Chapter 4 - Small Business Ideas: Creativity, Opportunity, and Feasibility	9/13
Lesson Three	Chapter 7 - Small Business Strategies: Imitation with a Twist	9/20
Lesson Four	Chapter 8 - Business Plans: Seeing Audiences and Your Business Clearly	9/27
Lesson Five	Chapter 9 - Small Business Marketing : Product and Pricing Strategies	10/4
Lesson Six	Chapter 10 - Small Business Promotion: Capturing the Eyes of Your Market	10/11
Lesson Seven	Chapter 11 - Small Business Distribution and Location	10/18
Lesson Eight	Chapter 12 - Marketing Plans: Saying How You'll Get Sales	11/1
Lesson Nine	Chapter 14 - Cash: Lifeblood of the Business	11/8
Lesson Ten	Chapter 15 - Small Business Finance: Using Equity, Debt, and Gifts	11/15
Final Exam	Final Essay	11/29

Holidays:

September 5, 2011 Labor Day - Campus Closed

Last Day to Drop: Wednesday, November 9, 2011

**November 23-27 Thanksgiving Holiday - Campus Closed beginning 5:30 p.m. on
Tuesday**

Graduation: December 9, 2011