Busg 2309.NT Small Business Management  
(Business Administration)  

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Spring Semester 2015  

1) **Catalog Description of the Course:** A course on how to start and operate a small business. Topics include facts about small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues.  

2) **Introduction and Rationale for the Course:** The course is designed to help students understand the strategy, environment and decision making processes most important for creating, owning, and successfully operating a small business.  

3) **Instructional Materials**  
   1. **Required Materials:**  
      

4) **Students are required to have the textbook on the first day of class. Failure to have the textbook on the first day doesn’t exempt the student from meeting the due dates for case studies, discussion boards, exams, and assignments**  

   Computer: Students are required to be able to access the Internet each day. Note: Students can access Blackboard directly through http://bb9.navarrocollege.edu. Students need to be aware that all assignment and exam due dates must be met as long as Blackboard is accessible.  

**CORE OBJECTIVES:**  
Upon completion of the core curriculum, students are expected to demonstrate competence in all the core objectives listed in the college catalog. The overall content of this course is designed to enhance skills in each of the following core objectives:  

- **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
• **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication

• **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

• **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

• **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making

• **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

5) **Student Learning Outcomes**:

1. Define entrepreneurship and identify the role it plays in stimulating and strengthening a growing economy

2. Identify the three basic methods of starting a business

3. Identify the basic parts of a business plan, including the marketing and human resource plan, and use this knowledge to assess the success potential of actual business plans.

4. Identify the basic financial statements of a firm and describe their use in forecasting financial requirements and analyzing the performance of a business.

5. Identify and explain effective strategies for building good customer relationships and planning for product and supply chain management

6. Define the basics of professional management in the small business firm, including human resource management and operations management

**Statement of Workplace and Foundation Competencies (SCANS)**

The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills our young people need to succeed in the world of work. This University/College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:

**Common Workplace Competencies**

- **Manage Resources**: Time/Staff
- **Exhibit Interpersonal Skills**: Work in teams/Teach others/Serve customers/Lead work teams/Negotiate with others
• **Work with Information**: Acquire and evaluate data/Organize and maintain information/Interpret and communicate data

• **Apply Systems Knowledge**: Work within social systems/Work within organizational systems/Monitor and correct system performance

**Foundation Skills**

• **Demonstrate Basic Skills**: Reading/Writing/Speaking/Listening

• **Demonstrate Thinking Skills**: Creative thinking/Decision making/Problem solving/Thinking logically

• **Exhibit Personal Qualities**: Individual responsibility/Sociability/Self-management

6) **Method of Instruction**: A variety of instructional methods will be employed in presenting this course including but not limited to the following: case studies, internet exercises, group discussion boards and individual written assignments.

7. **Method of Evaluation and Computation of Final Grade**

The following lists a summary of the course requirements and grade points assigned:

2 Written Major Case Studies (SafeAssign) @ 100 points  
200 points (25%)

3 Discussion Boards

#1: Student Identification and Information – 40 points

#2: Research internet site, write report, discuss with classmates – 50 points

#3: Research internet site, post comments, discuss with classmates- 50 points

Total Discussion Boards: 140 points (10%)

16 Chapter Exams (10 questions each worth 2 points) @20 points each  
320 Points (25%)

5 SLO Written Assignments (SafeAssign) @ 100 points each  
500 points (40%)

**TOTAL POSSIBLE POINTS:** 1260 points (100%)

**Final Grade Computation**: Your final grade is based on the total number of points you accumulate out of the total possible points during the semester in each category of assignment and the percentage weight applied to that category.

Major Case Studies: 25% of final grade

3 Discussion Boards: 10% of final grade
Chapter Exams: 25% of final grade

5 Written Assignments: 40% of final grade

Total: 100%

8. Exams

Chapter Exams-You will be required to complete an exam at the end of 16 assigned chapters during the course of the semester. Each quiz has 10 questions and a forty-five (45) minute time limit. You may take a quiz at any time during the regular semester schedule but you must complete all quizzes by 12 Noon, CST on Thursday, May 7, 2015. WORD TO THE WISE: if you wait until the very end of the semester you are responsible for any risk incurred. (i.e. computer failure, personal issues, and any other event that results in the exam not being taken on time).

The exams are online and quizzes may be retaken a maximum of three (3) times prior to the due date. The highest score is counted for grading purposes. Each exam is 20 points each. Exams have a forty-five minute time limit, (you are not allowed to open, save, and reopen a quiz, you must complete a quiz in forty-five minutes after it is opened). Locked quizzes require a manual unlock by the instructor. If you lock an exam the lock grade will only post if you didn’t exceed the 45 minute time limit and the student doesn’t have a higher grade already posted. If a locked exam doesn’t have a score posted by Bb a zero will be posted unless the student has a higher grade previously posted by Bb. If a student waits until the last three (3) days of the semester to take an exam and the student locks a exam, and Bb posts a grade of zero for the locked exam, and a previous score hasn’t been posted, the student will end the semester with an exam grade of zero for that chapter. (To avoid this result, students should complete exams several days before the window closes. Taking exams on the last 3 days of the semester day is at the student’s risk).

IMPORTANT NOTE: Please remember after you have answered ALL of the exam questions THEN hit the “submit” key and THEN hit the “ok” key (failure to properly submit the exam causes you to exceed the forty-five minute time limit or the exam will not be submitted properly in the system).

Do not double click while taking exams!!!! Note: You are responsible to verify in your grade book that a grade posted after you complete an exam. If you encounter a padlock or exclamation point in your grade book this indicates you exceeded the forty-five minute time limit. Your instructor will be required to remove the padlock/exclamation point and you will be assigned a grade of zero for that exam attempt.

9. Case Studies:

There is a case study in your text that will be assigned. This major case is directly related to one of the Student Learning Outcomes in the course. Prepare the cases as instructed and submit as an .rtf file.
CASE STUDY #1:

➢ Chapter Closing Case, p. 104-105, “Memory By Music”. Write a minimum 3 paragraph synopsis of the case, then answer the two (2) Questions on page 105. You must type in each question followed by the answer to that question. This is a major case paper. Your answers should be in paragraphs, not one sentence. You must include complete details to support your conclusions. You will be graded on completeness, grammar, format, critical thinking and conclusions.

➢ The due date to receive full credit for the case is Friday, March 6, 2015, 10:00 PM. That means no points will be deducted before grading your case report. You may submit this case after the first deadline, and up to the course deadline of 12 NOON, Thursday, May 7, 2015, but points will be deducted for lateness before the case report is graded by the grading rubric. That means at least 10% will be deducted before grading even begins.

CASE STUDY #2:

➢ Chapter Closing Case. P. 282-283, “Specialize or Diversify?” Write a minimum 3 paragraph synopsis of the case, then answer the three (3) Questions on page 283. You must type in each question followed by the answer to that question. This is a major case paper. Your answers should be in paragraphs, not one sentence. You must include complete details to support your conclusions. You will be graded on completeness, grammar, format, critical thinking and conclusions.

➢ The due date to receive full credit for the case is Friday, May 1, 2015, 10:00 PM. That means no points will be deducted before grading your case report. You may submit this case after the first deadline, and up to the course deadline of 12 NOON, Thursday, May 7, 2015, but points will be deducted for lateness before the case report is graded by the grading rubric. That means at least 10% will be deducted before grading even begins.

CASE PROBLEM FORMAT

In preparing your case problems during the semester, please use the following directions:

1. Do not prepare a title page or cover sheet.

2. At the top right-hand corner of the first page type:
   A. Your name.
   B. Your course and section number
   C. Name of the case

3. The case report should begin with a written synopsis of the case (at least three paragraphs, giving pertinent information and explaining, in your own words, the basic premise of the case).
3. Each case problem has specific questions following the narrative; you must answer ALL questions to receive full credit.

4. To answer the questions:
   A. Type the entire question, including the question number.
   B. Type the word "Answer" below the question and then complete the answer.
   C. Type the second question, and so on.

5. In answering each question:
   A. Always explain your answer—\textit{never answer simply yes or no}. The questions at the end of each case are designed to stimulate the student’s thinking. Case study questions are not short answer questions. Students should thoroughly discuss each answer. Short answers get short grades!
   B. Apply the concepts from the lesson and chapter material.
   C. Remember you are not giving only your opinion—you are developing an informed answer to a business problem.
   D. Pretend that your "boss" has asked you to solve these problems and that you will be in line for a promotion if you prove to be a good problem solver.

\textbf{CHAPTER ASSIGNMENT FORMAT}

Your NAME, COURSE NUMBER, and ASSIGNMENT NUMBER MUST be typed at the top of each assignment paper that you submit (attach).

Type in EACH question, followed by the answer to THAT question (Don’t type all the questions and then list the answers. Don’t just type the page number and question, TYPE THE WHOLE QUESTION)

Make you answer thorough and complete. In your own words show me that you understand the question and the chapter material.
Case studies and Chapter Assignments must be submitted through the “View/Complete” link in Blackboard (See Videos and Help Files button in Bb for assistance). Case studies and Assignments must be submitted as a Rich Text Format (.RTF file). RTF files must be converted from MS Word. Don’t attempt to use MS Works or Word Perfect. Do not send the assignments as an email attachment.

(THE RTF FILE NAME should include your name and the case study chapter and you receive points for this as part of your case study grade). An example would be: johnjones_chap 6 (Don’t name your files any longer than the example). The case studies are located in your textbook. The cases and page numbers are listed in the syllabus and in Blackboard under “Case Studies”.

****You will submit/attach your case studies and assignments by clicking on the “View/Complete” link, then browse and attach the RTF file.”****. See Video and PDF files under the Video/Help Files button in Bb for instructions.

NOTE: I suggest you submit your case studies a few days prior to the due date listed in the syllabus. **If you submitted the file correctly you will see an exclamation point (!) in your grade book. After the instructor has graded it, you will then see a grade posted in place of the exclamation point. Your case study must be posted to Blackboard by the date listed in the syllabus and in the course.** REMEMBER: **TO RECEIVE THE FULL CREDIT YOU EARN FOR THE CASE STUDY, IT MUST BE SUBMITTED BY THE INDIVIDUAL CASE DUE DATE. YOU MAY SUBMIT THE CASE LATE,**
UP TO THE COURSE DEADLINE, BUT IF SUBMITTED AFTER THE CASE DUE DATE, POINTS WILL AUTOMATICALLY BE DEDUCTED BEFORE GRADING BEGINS.

Chapter assignments may be submitted at any time during the semester before the final deadline date.

RTF instructions are located in the syllabus and under “Start Here” in Blackboard. If a student submits an MS Word file or any other type of file (instead of the correct type RTF) a grade of zero will be assigned for the case study and the case study will have to be submitted under the late penalty option. If the RTF file doesn’t open a grade of zero will be assigned for the case study (note you can’t just tag rtf on the end of a file you must convert it). If the non-RTF file is submitted after the late penalty option due date a grade of zero will be the final grade for the case study.

After you attach your file with the View/Complete link in Bb you should see an ! in your grade book. If you don’t attach a file but do type words in the comment box, you will still have an !. The ! doesn’t guarantee you have submitted the file correctly, but if you don’t have an !, this indicates you still need to submit your file. There are videos in the Video section of Bb on how to convert files to RTF and how to submit the RTF file. All students are advised to submit a practice RTF file in the Case Study section of Bb.

NOTE: When attaching your RTF file under the Case Study button or Chapter Assignments button in Bb, make sure the RTF file you created is closed (In other words make sure you don’t have the file open in MS Word). If you attempt to attach a file that is open you will have
symbols or letters in the file name that you didn’t use (example ~$johnjones_Chapter 4) this means your file is corrupt, it will not open, and a grade of zero will be posted. If you have a .wps extension in your file name you have used MS Works or Word Perfect and the file will not open (zero assigned).

10. Discussion Forum: Participate in Discussion Forum (Located on Blackboard it’s the Discussion Board Link). This could include current event discussions, problem solving situations, and/or question analysis. Procedure: You should respond at least twice to each question (topic or thread). First, give your comments on the question, and second, respond to a classmate’s comments. Be sure to use common courtesy in responding to comments made by other students. After you post your answer, go back and enter the board and read your post which verifies it posted to the board. This is a safe method of insuring the class (can read your post) and I (can grade) your work.

You should respond to a classmate’s answer before or when you post your answer. If you’re the first student to post your answer you will have to wait until another student post their answer. After you post your answer, go back and read it which verifies it posted to the board. This is a safe method of insuring the class (can read your post) and I (can grade) your work. There is one discussion question for credit. The introduction/instruction Discussion Question is a way of getting to know your classmates and must be completed by all students (Due Friday, September 19, 2014, 10:00 p.m. CST)

NOTE: Discussion Question #2 has a minimum word requirement for the posted answer. The minimum word requirement is listed with the question in Blackboard. Failure to meet the minimum word requirement will result in an automatic deduction of points before the report is graded. BE SURE TO PAY ATTENTION TO THE FULL CREDIT DUE DATES FOR DISCUSSION BOARDS #2 AND #3. You may submit them at any time prior to the final course deadline, but if you submit after the Full Credit Due Date, then a minimum of 10% will be deducted before any grading is done.

11. BASIC EXPECTATION OF ALL STUDENTS:

Read textbook and all assigned materials

Complete all homework, exams, case studies, and discussion boards according to schedule.

Keep careful watch on your MY GRADES to make sure your tests, assignments, and case studies have been posted and graded. Let you instructor know promptly if you think there is an error.

Advise the instructor of extenuating circumstances as needed. I cannot help you if you do not communicate with me.

Interact harmoniously and respect other student’s viewpoint
12. Attendance:

< Attendance/Drop Policy: You may drop at any time with a W before the semester deadline: **Friday, April 17, 2015**. Please note: Withdrawing from the course is an action **YOU** must initiate with the Registrar’s Office, it is not automatic if you just stop participating in the class.

< Students may be withdrawn from the course for non-participation (absenteeism) for the following reasons: (1) failing to post a grade for a combination of **five** case studies and assignments at any point during the semester. NOTE: Students that fail to meet the first posted due date for DQ’s and Case Studies should submit their late work as soon as possible to prevent being withdrawn for non-compliance.

Withdrawal from the course due to failure to adhere to class policy is reviewed on case by case basis by the instructor.

If **YOU** wish to withdraw, the RESPONSIBILITY for doing so belongs to you! **IF YOU ARE CONTEMPLATING WITHDRAWING FROM THE CLASS, CONTACT THE INSTRUCTOR PRIOR TO TAKING THE ACTION. HE MAY BE ABLE TO HELP YOU COMPLETE THE COURSE UNDER EXTENUATING CIRCUMSTANCES AND SAVE YOU USING ONE OF YOUR SIX (6) ALLOWED WITHDRAWALS DURING YOUR COLLEGE CAREER.** If you are unable to complete the course, you should withdraw from it formally in the office of the registrar if you wish to avoid receiving a failing grade. College transcripts are a lifelong attachment!

< Failure to withdraw may result in the your name remaining on the class roll and you will receive an ‘F’ at the end of the semester.

< Deadlines for withdrawing from the course and their associated consequences to your college transcript are recorded in the course bulletin.

< **If you experience difficulty in this course or in meeting the class schedule, contact the instructor immediately to discuss your options.** Your instructor requires all students to meet exam, discussion question, and case study deadlines. Allowing one student additional time and not others is not fair or ethical. Exceptions to the deadlines are rare. If you feel you have an extenuating circumstance requiring instructor review, you must contact the instructor prior to the due dates posted in the syllabus for discussion questions and case studies at issue. Your instructor will review your request and contact you if the circumstance warrants discussion. If denied, the instructor will notify the student.

< All drop slips must be signed by the instructor unless the student is completely withdrawing from Navarro College.

**Special notes:**

a. If you are receiving financial aid grants or loans, you must begin attendance in all classes. Do not drop or stop attending any class without consulting the Financial Aid...
Office. Changes in your enrollment level and/or failing grades may require you to repay financial aid funds.

b. According to current Texas law, dropping a course may have serious academic consequences as well.

Under most circumstances, a maximum of 6 courses may be dropped throughout the entire undergraduate degree program. Before you decide to withdraw from this or any other course, make sure you understand the consequences. For more information see the Office of the Registrar.

13. Classroom Policies

Academic dishonesty: Students are expected to do their own work at all times. Any student guilty of dishonesty in academic work is subject to disciplinary action as provided by the student code of conduct at Navarro College AND may receive a failing grade in the course. Other penalties may also apply. Cheating is a serious offense with serious consequences. Consequences may vary from a zero on a specific assignment to an F in the entire course. Consult the student handbook for more details. BE ADVISED: All written assignments and case studies are submitted in SafeAssign which automatically compares the students work with other students and websites and generates a report for the instructor with the percentage of work copied directly from another source.

Online Communication Etiquette: Any form of communication not conducive to appropriate college course etiquette via the Discussion Board, Telephone calls, or Emails to the instructor will not be tolerated.

Student Responsibilities: You are responsible for any and all events that would prevent you from completing exams, case studies, and discussion board questions by the due date (examples: if you wait to the last few days, or hours to take an exam and you have personal issues (personal illness, death in the family, etc.) or the technology fails (your computer crashes, electricity fails, etc.) you will be awarded a zero. All the due dates are posted on the course site. I highly recommend all students set due dates in their personal calendar at least one day prior to the due date posted in the syllabus. A common occurrence is students wait until the day work is due, forget the due date, claim they couldn’t access Bb on the due date. This doesn’t work and isn’t an exception to the due date.

14. Additional Course Requirements

E-mail Address: students are responsible to check their Navarro College email address. All email communication in the course will be sent to yourname@navarrocollege.edu. Students are required to check their NC email each day for email from the instructor.

Course Communication: Course communication will be conducted two ways. 1) email to your NC email address (required to check each day), 2) the Announcement page on
Blackboard (required to check each day). Each student is responsible for all information communicated through both methods. It is imperative you check both methods each day. Always scroll down in Bb to make sure you are viewing all of the posted information.

Students are required to be able to access the Internet each day. If a student’s computer becomes inoperable (inoperable computer isn’t an exemption from course due dates) the student is required to find a location to access the Internet. If the instructor has two consecutive email messages bounce back from the student’s NC email inbox due to the inbox being overloaded, the student will be locked out of the course until the inbox is cleared. Course due dates missed during the lock-out will have zeros posted.

*Any course communication deemed out of line with College etiquette will not be tolerated by the instructor.*

15. **Student Contributions:**

Each student should spend at least 8 hours per week preparing for class.

1. Read the “Learning Goals” at the beginning of each chapter. (The goals summarize the key points in the course and provide a guide for studying the information for the examination questions.)
2. Read the textbook chapter at least twice. The first time scan the chapter topics reading the major points, and then the second time, concentrate on trying to understand the information, which will require asking yourself questions about what you are reading.
3. Complete chapter assignments and case studies.
4. Take the examinations online.

Students are required to read the syllabus and course outline and be familiar with the policies and instructions therein.

All students must participate in class discussion and group activities.

16. **EEOC Statement:** Navarro College shall comply with existing federal and state laws and regulations, including the Civil Rights Act of 1964 (P. L. 88-352) and Executive Order 11246 (Revised Order #4), where applicable, with respect to the availability of student loans, grants, scholarships, and job opportunities, with respect to the employment and promotion of teaching and non-teaching personnel, with respect to the student and faculty activities conducted on premises owned or occupied by the College. Navarro College shall not discriminate either in favor of or against any person on account of race, color, religion, creed, sex, age, national origin, ancestry, handicap, marital status or Veteran’s status.

17. **Services for Students:**

a. **Students with Disabilities:** Please know that Navarro College provides reasonable accommodations to students with documented disabilities in compliance with the
Americans with Disabilities Act. Students who wish to request special accommodations must complete the application/documentation process within the first week of class and receive approval before said accommodations are provided. Contact the Navarro College Counseling Center (903-875-7397) for more details.

b. Tutorial services: Tutoring services are available for a variety of course subjects at Navarro College. Contact the counseling department on your campus for information if you are having difficulty in a course.

c. Special populations students: Navarro College provides, through the Carl Perkins Career Center, a variety of services for students who are single parents, displaced homemakers, persons with disabilities, students majoring in nontraditional occupations, and limited English-speaking students. Students falling into one or more of these categories should contact the Carl Perkins Career Center, located on the second floor of the One-Stop Center (Gooch Building) on the Corsicana campus, for details concerning these services.

Please note that the center is funded through a federal grant and the level of service depends on funding available. Students must meet specific requirements as defined by the federal government.

d. Individual instructors may add additional information here on other specific support services such as forming study groups, online discussions, training, practice quizzes, etc.

18. Subject to Change: The course syllabus above and/or the Course Outline below may be changed as the term progresses at the discretion of the instructor. (Discretionary content may be changed by individual instructors, if needed, during the course of the term. However, content prescribed to be included in all syllabi may not be changed. This notice to students gives flexibility to the instructor.)
RECOMMENDED WEEKLY SCHEDULE:

If you follow this schedule, you will be able to complete your work in a timely manner and avoid any last minute rush. ALSO, IF YOU SUBMIT WORK FROM THE BEGINNING OF THE SEMESTER, THEN I CAN CORRECT ANY WRITING ERRORS OR RESET EXAMS. IF YOU WAIT UNTIL THE LAST COUPLE OF DAYS, I CANNOT HELP YOU.

NOTE: MOST STUDENTS WHO FOLLOW THE SUGGESTED WORK SUBMISSION SCHEDULE IN A DISCIPLINED MANNER MAKE A HIGHER GRADE IN THE COURSE.

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