

COURSE SYLLABUS

COURSE TITLE: BUSG 1315-271 Small Business Operations (TUES: 6-9 pm)

SEMESTER/YEAR: Spring 2020

INSTRUCTOR: Len Markham PHONE: (806) 438-9301
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OFFICE HOURS: By Appointment

COURSE

DESCRIPTION: This course examines unique aspects of managing a small business. Topics address management functions, including how managers plan, exercise leadership, organize and control the operations of a business.

COURSE GOALS: Upon completion of this course, students will be able to:

- Discuss all aspects of operating a small business.
- Apply leadership and workplace relationship skills important in dealing with customer, employee, and supplier issues.
- Know the legal issues of operating a small business.
- Identify successful marketing efforts that will enable a business to succeed.
- Complete a comprehensive business plan that will enable the business to secure adequate financing.

I. **TEXTBOOK:** Longenecker, Petty, Palich, & Hoy. *Small Business Management: Launching & Growing Entrepreneurial Ventures*. 18th ed. Cengage, 2017.

II. ATTENDANCE POLICY:

Everything begins with attendance. When you are absent you cannot participate in classroom discussions or review for exams. Education is a major investment in yourself, so get the most out of your money and attend class. Punctual and regular class attendance is required of all students attending South Plains College. Students are responsible for all class work covered during absences. Whenever absences become excessive and, in the instructor's opinion, minimum course objectives cannot be met, the student will be withdrawn from the course. In addition, the instructor is required to initiate a student's administrative withdrawal when the student has missed every class during any 14 consecutive calendar-day period excluding holidays. (This translates into TWO consecutive classes for once-a-week classes.)

Equally important, if you accumulate three (3) absences, you will be dropped (unless extenuating circumstances prevail).

III. EXAM AND GRADE POLICY

All exams and assignments are required. Both Interview and Business Plan assignments will be presented to the class on the due dates. Course grades will be determined as follows:

Course Grades	Grade scale:
4 exams = 60%	A=90-100
Interview = 10%	B=80-89
Business plan (15%) & Presentation (5%) = 20%	C=70-79
Participation/classroom assignments = 5%	D=60-69
Attendance = 5%	F=under 60

Business Fundamentals Certiport Examination

This is a required comprehensive exam covering business fundamentals and small business operations components but will affect your grade average. The \$100 exam cost was included in course tuition. There will be opportunities to utilize the GMetrix practice software at the end of some classes which will count towards your participation/classroom assignment grade. If you participate in the practice exams, you will get a grade of “100” for that day.

IV. OTHER INFO.

Guidelines for student conduct:

1. Please turn off your cell phones upon entering the classroom.
2. Be respectful of others.
3. Contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
4. Swearing in the classroom will not be tolerated. Stretch your vocabulary by using proper language to express yourself.
5. Please review your Student Guide, especially sections on Classroom Conduct, Cheating and Plagiarism, and Disruptions.

CAMPUS GUIDELINES

CHILDREN ON CAMPUS

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. **Students are not allowed to bring children to class** and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.

2. **Children may not be left unattended.** In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. **Disruptive children will not be allowed to interfere with college business.** Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

STUDENT DISABILITY STATEMENT

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) & Lubbock Center 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

NON-DISCRIMINATION STATEMENT

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College -1401 College Avenue, Box 5, Levelland, TX 79336, 806-894-9611

DIVERSITY STATEMENT

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

PREGNANCY ACCOMMODATIONS STATEMENT

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations, you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact Chris Straface, Director of Health and Wellness at 806-716-2362 or email cstraface@southplainscollege.edu for assistance.

GENERAL SAFETY ON CAMPUS

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- Never leave your personal property unsecured or unattended.
- Look around and be aware of your surroundings when you enter and exit a building.
- Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.

FOOD AND DRINK IN CLASSROOMS

It is the policy of South Plains College not to permit food or drink in the classrooms or laboratories.

**In case of emergency, contact the following numbers but DO NOT leave a voice mail message:
894-9611, ext. 2338 - Levelland Campus 747-0576, ext. 4677 - Lubbock Center 716-2700 - Reese Center (mobile
893-5705)**

SCANS COMPETENCIES

- C-1 TIME-Selects goal relevant activities, ranks them, allocates time, and prepares and follows schedules.
- C-2 MONEY-Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives.
- C-3 MATERIALS & FACILITIES-Acquires, stores, allocates, and uses materials or space efficiently.
- C-4 HUMAN RESOURCES-Assesses skills and distributes work accordingly, evaluates performances and provides feedback.

INFORMATION-Acquires and Uses Information

- C-5 Acquires and evaluates information
- C-6 Organizes and maintains information.
- C-7 Interprets and communicates information.
- C-8 Uses computers to Process information.

INTERPERSONAL-Works With Others

- C-9 Participates as members of a team and contributes to group effort.
- C-10 Teaches others new skills.
- C-11 Serves clients/customers-works to satisfy customer's expectations.
- C-12 Exercises leadership-communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.
- C-13 Negotiates-Works toward agreements involving exchanges of resources resolves divergent interest.
- C-14 Works with Diversity-Works well with men and women from diverse backgrounds.

SYSTEMS-Understands Complex Interrelationships

- C-15 Understands Systems-Knows how social, organizational, and technological systems work and operates effectively with them.
- C-16 Monitors and Correct Performance-Distinguishes trends, predicts impacts on system operations, diagnoses systems performance and corrects malfunctions.
- C-17 Improves or Designs Systems-Suggest modifications to existing systems and develops new or alternative systems to improve performance.

TECHNOLOGY-Works with a variety of technologies

- C-18 Selects Technology-Chooses procedures, tools, or equipment including computers and related technologies.
- C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment.

- C-20 Maintains and Troubleshoots Equipment-prevents, identifies, or solves problems with equipment, including computers and other technologies.

FOUNDATION SKILLS

BASIC SKILLS-Reads, writes, performs arithmetic and mathematical operations, listens and speaks

- F-1 Reading-locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.
- F-2 Writing-Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.
- F-3 Arithmetic-Performs basic computations, uses basic numerical concepts such as whole numbers, etc.
- F-4 Mathematics-Approaches practical problems by choosing appropriately from a variety of mathematical techniques.
- F-5 Listening-Receives, attends to, interprets, and responds to verbal messages and other cues.
- F-6 Speaking-Organizes ideas and communicates orally.

THINKING SKILLS-Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason

- F-7 Creative Thinking-Generates new ideas.
- F-8 Decision-Making-specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
- F-9 Problem Solving-Recognizes problems and devises and implements plan of action.
- F-10 Seeing Things in the Mind's Eye-Organizes and processes symbols, pictures, graphs, objects, and other information.
- F-11 Knowing How to Learn-Uses efficient learning techniques to acquire and apply new knowledge and skills.
- F-12 Reasoning-Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

PERSONAL QUALITIES-Displays responsibility, self-esteem, sociability, self-management, integrity and honesty

- F-13 Responsibility-Exerts a high level of effort and preservers toward goal attainment.
- F-14 Self-Esteem-Believes in own self-worth and maintains a positive view of self.
- F-15 Sociability-Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.
- F-16 Self-Management-Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
- F-17 Integrity/Honesty-Chooses ethical courses of action.

COURSE SCHEDULE

BUSG 1315-271 – Spring 2020

January 14	Introductions, Course Review
January 21	Chapters 1 & 2
January 28	Chapters 3, 4, 5, pass out Exam 1
February 04	EXAM I DUE (Chpts.1-5); Chapter 6 SBDC Rep Presentation
February 11	Chapters 7 & 8
February 18	Chapters 9 & 10; pass out Exam 2
February 25	EXAM II DUE (Chpts.6 -10): Chapters 11, 12 & 13
March 03	Chapters 14 & 15, pass out exam 3 (Chpts.11-15)
March 10	Chapters 16 & 17 (skip 18)
March 17	SPRING BREAK
March 24	EXAM III DUE (Chpts.12-15); Chapters 19 & 20
March 31	Interviews due w/presentations; Rough draft of Business Plan due
April 07	Chapter 21 & 22
April 14	Certiport Practice Exam; business plan review
April 21	Business plans due w/presentations; pass out Exam 4
April 28	Certiport Practice Exam (Meet in lab)
May 05	EXAM IV DUE (Chpts.16-21); Certiport comprehensive test

SCANS Competencies: (C1-19)

SCANS Foundation Skills: (F1-17)

I reserve the right to change the class schedule to accommodate class discussion, guest lecturers, etc.