

BUS 69 – Small Business Entrepreneurship Syllabus

Semester & Year: Fall 2012
Course ID and Section Number: BUS 69 – E2305
Number of Credits/Units: 4.0
Day/Time: TTH 1:15PM - 4:25PM
Location: FM Room 107
Instructor's Name: Chris Gaines
Contact Information: Office location: AD 100H
Office hours: M 11:30–12:30, TTH 11:30–1, and by appt
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Course Description (catalog description as described in course outline):

An overview of the strategic business planning process including analysis of the marketing, operations, management, technology and finance functions of a new business venture. The student will learn the strategic business planning process by creating a professional business plan supported by robust financial projections. Emphasis will be placed on the development of a competitive, differentiated and sustainable business model.

Student Learning Outcomes (as described in course outline):

- Identify the differences between strategic and tactical planning.
- Design and develop a data-supported environmental scan.
- Design and develop a data-supported industry analysis.
- Analyze market potential and define potential market segments.
- Conduct a competitive analysis and identify competitive advantage.
- Design and develop marketing strategies targeting specific consumer targets.
- Design and develop an introductory marketing and sales plan.
- Design and develop an introductory management plan.
- Design and develop an introductory operations plan.
- Design and develop an introductory technology plan.
- Design and develop an introductory social responsibility / sustainability plan.
- Create financial budgets in each functional area of the new business.

- Create financial statements that project performance for the first 5 years of business.
- Utilize technology to research and collect data.
- Analyze primary and secondary data to make recommendations for action.
- Work effectively, respectfully and professionally with people of diverse ethnic, cultural, gender, and other backgrounds.
- Compare and contrast new business ventures.

Special accommodations: College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.

Academic Misconduct: Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an "F" in the course.

The student code of conduct is available on the College of the Redwoods website at:

<http://www.redwoods.edu/District/Board/New/Chapter5/Ap5500.pdf>

College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.

Additional Policies, Assignments and Grading

In-class Participation Policy: Your presence and participation will greatly benefit the classroom experience for you and your classmates. For this reason, your final grade will be raised if your in-class participation is good, and penalized if your in-class participation is poor.

The following is a breakdown of 50% of your participation grading:

0 to 2 absences	No Deduction
3 or 4 absences	50 Point Deduction
5 or 6 absences	75 Point Deduction
7 or more absences	Please see the “Excessive Absence Policy” below.

Excessive Absence Policy: Missing 7 or more classes in this course will significantly impact your ability to succeed, and thus, is deemed “excessive.” Any student who is absent for 7 or more class sessions will be dropped from the course.

NOTE: If a fellow student signs the attendance sheet for you – you will both lose 100 points from your class total. If you sign the attendance sheet for a day that you were absent – you will lose 100 points.

Participants in intercollegiate events or students with employment conditions that will cause them to miss classes should see me to discuss attendance alternatives. The only exception to this attendance policy is for an unusual emergency, such as a prolonged illness or family emergency.

I will only make allowances for such an emergency if I am notified in **advance** that you will be unable attend class.

Code of Conduct (The “other” 50% of your participation grade): Professional conduct is built upon the idea of mutual respect. One-half of your class participation points will be determined based upon (but not limited to) the following criteria:

- **Attending the class.** Please see attendance policy above.
- **Arriving on time.** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.
- **Participating in the Daily News discussions in class.**
- **Minimizing disruptions.** All cell phones and pagers should be turned off during class. You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.
- **Being prepared for class.** You should be ready to discuss any assigned readings and to answer any assigned questions for each day’s class, including being ready to open a case assigned for that day.

- **Turning off your cell phone (or any other electronic device) prior to class.** Please turn your phones off prior to entering the classroom.
- **RESPECT.** You should act respectfully toward all class participants.

Late Homework Policy: Each student will be given two (2) opportunities for turning in late homework without penalty. If the late work is a group assignment, the entire group will lose one credit. If a student has already used all late work opportunities – he or she will receive a zero (0) for the assignment and all future late assignments. In order to receive credit for your two late work opportunities, you must turn in your late work **no later** than the next class session following the original due date for the assignment. All other late work will not be accepted – regardless of the circumstances that caused the work to be late. **No exceptions. NOTE: Late work will not be accepted for the business plan, business plan presentation, or case study analysis assignments. The above late work policy is only valid for homework assignments.**

Team Business Plan (Assignments and Final Paper): The requirements for the Team Business Plan, and related assignments, will be discussed at length in class. In brief...a portion of each class session will be devoted to discussing the many challenges that an entrepreneur faces when starting a new business.

Each team will be required to utilize course concepts, and the group's collective creativity, to create a viable business plan. At the end of the semester, each team will be required to present their final business plan to the class.

Team Business Plan Presentation: We will discuss topics related to the "art" of public speaking and the inevitable anxiety that we *all* feel prior to a speech or presentation. It is my hope that we can learn to harness our nerves related to public speaking and support each other in our presentations - as they say, "we are all in this together."

For your presentation, your team will be asked to play the role of the "decision makers" within an entrepreneurial start-up company. You will present your business plan to a classroom of potential investors. Your collective creativity, enthusiasm, and thorough research will either convince our class to invest in your new company...or not. We will discuss the requirements of the presentation at length in class. There will be two assignments due prior to your presentation date. These "deadlines" are meant to monitor your progress as a group, and to make sure that you are on the right track. Please refer to the class schedule for the due dates of these assignments.

Business Plan Review Presentation: The requirements for the Business Plan Review will be discussed at length in class.

PLEASE NOTE: Attendance is required for all presentations; there will be no make-up presentations. It is expected that you will attend your fellow classmates' presentations as a professional courtesy – even if you have already completed your presentation.

Grading (The Bottom Line): Grades will be assigned using the following performance measures:

Participation	100 Points
Homework Assignments (10 X 10 points)	100 Points
Team Contract	10 Points
Chapter Quizzes (8 X 10 points)	80 Points
Business Plan Review Presentation	50 Points
Team Paper – Rough Draft – Peer Evaluation	10 Points
Team Paper – Final Draft	100 Points
Team Presentation	100 Points
Total Points Possible	550 Points

PLEASE NOTE: The above point totals are tentative and subject to change.

100% - 93%	A	92.9% - 90%	A-	89.9% - 87%	B+
86.9% - 83%	B	82.9% - 80%	B-	79.9% - 77%	C+
76.9% - 70%	C	69.9% - 60%	D	59.9% - 0%	F

If your final grade is “on the bubble” (e.g., 79% or 89%), **class participation and attendance** will be the deciding factor.

Schedule of Events

(Tentative - Subject to Change)

DATE	READING SCHEDULE	EVENTS AND ASSIGNMENTS/ACTIVITY DUE DATES
Tuesday, August 28, 2012	CH. 1	<u>Who Am I, Who Are You, and Where Are We Going?</u> <u>Orientation to ECONOMIC FUEL STUDENT BUSINESS PLAN COMPETITION</u>
Thursday, August 30, 2012	TEAM FORMATION - ATTENDANCE MANDATORY AND CH. 2 & CH. 3	<u>Overview of Business Plan Components</u> Business Ideation Concepts
Tuesday, September 04, 2012	TEAM FORMATION - ATTENDANCE MANDATORY AND CH. 2 & CH. 3	<u>Overview of Business Plan Components</u> Business Ideation Concepts
Thursday, September 06, 2012	CH. 4 / 5	TEAM CONTRACT AND READING SCHEDULE DUE <u>Business Feasibility and Executive Summary</u> MvCR Quiz - Ch. 1-3 Due
Tuesday, September 11, 2012	CH. 6	ROUGH DRAFT EXECUTIVE SUMMARY DUE <u>Industry Analysis and Trends</u>
Thursday, September 13, 2012	CH. 6	<u>Industry Analysis and Trends</u> MvCR Quiz - Ch. 6 Due
Tuesday, September 18, 2012	CH. 7	INDUSTRY ANALYSIS AND TRENDS DUE (BUSINESS PLAN OUTLINE SECTION III.) <u>Target Market</u>
Thursday, September 20, 2012	CH. 7	<u>Target Market</u> MvCR Quiz - Ch. 7 Due
Tuesday, September 25, 2012	CH. 8 & 9	THE TARGET MARKET DUE (BUSINESS PLAN OUTLINE SECTION IV.) <u>Competition & Strategic Position / Risk Assessment</u>
Thursday, September 27, 2012	GROUP WORK	<u>SWOT Analysis Workshop</u> MvCR Quiz - Ch. 8 & 9 Due
Tuesday, October 02, 2012	GROUP WORK	COMPETITION & STRATEGIC POSITION DUE (BUSINESS PLAN OUTLINE SECTIONS V. & VI.) <u>Introduction to Branding</u>
Thursday, October 04, 2012	GROUP WORK	<u>Brand Essence Workshop</u>
Tuesday, October 09, 2012	CH. 10	BRAND ESSENCE DUE <u>Marketing Plan & Sales Strategy</u>

Thursday, October 11, 2012	CH. 10 AND SPECIAL TOPICS LECTURE	<p><u>Word of Mouth Strategies</u></p> <p><u>MvCR Quiz - Ch. 10 Due</u></p>
Tuesday, October 16, 2012	CH. 11 & 12	<p><u>MARKETING PLAN & SALES STRATEGY DUE (BUSINESS PLAN OUTLINE SECTION VII.)</u></p> <p><u>Operations and Technology</u></p>
Thursday, October 18, 2012	CH. 11 & 12	<p><u>Operations and Technology</u></p> <p><u>MvCR Quiz - Ch. 11 & 12 Due</u></p>
Tuesday, October 23, 2012	CH. 13 & 14	<p><u>OPERATIONS AND TECHNOLOGY PLAN DUE (BUSINESS PLAN OUTLINE SECTIONS VIII. & IX.)</u></p> <p><u>Management & Organization / Community Involvement & Social Responsibility</u></p>
Thursday, October 25, 2012	CH. 15	<p><u>Development, Milestones and Exit Plan</u></p> <p><u>MvCR Quiz - Ch. 13 & 14 Due</u></p>
Tuesday, October 30, 2012	CH. 16	<p><u>MANAGEMENT & ORGANIZATION / COMMUNITY INVOLVEMENT & SOCIAL RESPONSIBILITY DUE (BUSINESS PLAN OUTLINE SECTIONS X. & XI.)</u></p> <p><u>Introduction to Key Financial Statements</u></p>
Thursday, November 01, 2012	CH. 16	<p><u>Finances</u></p> <p><u>MvCR Quiz - Ch. 15 & 16 Due</u></p>
Tuesday, November 06, 2012	CH. 16	<p><u>DEVELOPMENT, MILESTONES, AND EXIT PLAN (BUSINESS PLAN SECTION XII.)</u></p> <p><u>Finances</u></p>
Thursday, November 08, 2012	CH. 16	<u>Finances</u>
Tuesday, November 13, 2012	CH. 16	<u>Finances</u>
Thursday, November 15, 2012	PRESENTATIONS ATTENDANCE MANDATORY	<u>BUSINESS PLAN REVIEW PRESENTATIONS</u>
Tuesday, November 20, 2012	CH. 16	<u>Finances</u>
Thursday, November 22, 2012	THANKSGIVING	<u>NO CLASS - ENJOY!</u>
Tuesday, November 27, 2012	GROUP WORK	<p><u>FINANCE SECTION DUE</u></p> <p><u>Finalize Rough Draft</u></p> <p><u>Overview of PowerPoint Presentations and Expectations for Final</u></p>

Thursday, November 29, 2012	PEER REVIEW ATTENDANCE MANDATORY	ROUGH DRAFT BUSINESS PLAN DUE
		<u>Peer Review of Rough Drafts</u>
Tuesday, December 04, 2012	PRESENTATIONS ATTENDANCE MANDATORY	<u>BUSINESS PLAN PRESENTATIONS</u>
Thursday, December 06, 2012	PRESENTATIONS ATTENDANCE MANDATORY	FINAL BUSINESS PLAN DUE
		<u>BUSINESS PLAN PRESENTATIONS</u>
Thursday, December 13, 2012	FINALS WEEK - PRESENTATIONS ATTENDANCE MANDATORY	<u>BUSINESS PLAN PRESENTATIONS</u> TIME: 1-3PM