

Syllabus for: SMALL BUSINESS ENTREPRENEURSHIP	
Semester & Year:	Summer 2014
Course ID and Section Number:	Bus 69 – K5819
Number of Credits/Units:	4.0
Day/Time:	MTW 9:00AM – 12:05PM HTEC Room 3
Location:	MTW 12:10 – 3:15PM HTEC Computer Lab
Instructor's Name:	Dove Byrne, MBA
Instructor's Email:	Email: dove-byrne@redwoods.edu
Text & Required Materials:	Successful Business Plan, 5 th ed. By Rhonda Abrams Business Plan Financials Software
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):	
<ul style="list-style-type: none"> • 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://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf	
Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.	
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 this course you will develop a profitable, differentiated and sustainable business plan over a 6-week period. At the end of the semester, you will present your business plan to the class. Your presence and participation will greatly benefit the classroom experience for you and your classmates. Therefore, a large portion of your grade will be based upon participation.

We will meet 17 times over a 6-week period. We will cover one chapter per day (Chapters 1-16). The last day of class will be reserved for presentations and an *optional* potluck.

Grading

Your grade will be calculated, as follows:

Participation (16 @ 25 pts):	400
Business Plan (12 @ 20 pts):	240
Financials (1 @ 60 pts):	60
12 Critical Slides (12 @ 15 pts):	180
Presentation (1 @ 120):	120
Total Points Possible	<u>1,000</u>

1000 – 930 points:	A+	970 – 930 points:	A	929 – 900 points:	A-
899 – 870 points:	B+	869 – 830 points:	B	829 – 800 points:	B-
799 – 770 points:	C+	769 – 730 points:	C	729 – 700 points:	C-
699 – 670 points:	D+	669 – 600 points:	D	599 – 0 points:	F

Participation

Each day, you will earn participation points as follows:

25 points: Show up on-time, attend both lecture and lab, and actively participate in class

10 points: Show up on-time and attend either lecture or lab, and actively participate in class

0 points: Show up late or absent for both lecture and lab, or do not actively participate in class

The Business Plan

Your business plan will consist of the following 13 parts, which you will turn in each week as they are completed:

- Executive Summary
- Company Description
- Industry Analysis & Trends
- The Target Market
- The Competition
- Strategic Position & Risk Assessment
- Marketing & Sales Strategy
- Operations
- Technology Plan
- Management & Organization
- Social Responsibility & Sustainability
- Development, Milestones & Exit Plan
- The Financials

The Presentation

The presentation of your business plan will consist of the following 12 critical slides:

- Title Slide
- Your Elevator Pitch
- Size of Opportunity
- Your Specific Customers
- The Market Size
- The Competition
- Your Team
- The Business Model
- The Timeline
- Financials
- Funding
- The Investment Opportunity

Late Work Policy

Late work will not be accepted. All weekly work must be turned in by the end of class on Wednesday. Exceptions can be made in cases of emergency or if arrangements are made in advance (with instructor approval).

Syllabus Policy

The information contained in this syllabus is subject to change. The following schedule of events may be amended.

Schedule of Events

Date	Reading Schedule	Assignments
Monday, May 26		<i>Holiday</i>
Tuesday, May 27	Chapter 1	Worksheets
Wednesday, May 28	Chapter 2	Worksheets
Monday, June 2	Chapter 3	Worksheets
Tuesday June 3	Chapter 4	Worksheets, The Executive Summary
Wednesday June 4	Chapter 5	Worksheets, Company Description
Monday, June 9	Chapter 6	Worksheets, Industry Analysis & Trends
Tuesday June 10	Chapter 7	Worksheets, Target Market
Wednesday June 11	Chapter 8	Worksheets, The Competition
Monday, June 16	Chapter 9	Worksheets, Strategic Position & Risk Assessment
Tuesday June 17	Chapter 10	Worksheets, Marketing Plan & Sales Strategy
Wednesday June 18	Chapter 11	Worksheets, Operations
Monday, June 23	Chapter 12	Worksheets, Technology Plan
Tuesday June 24	Chapter 13	Worksheets, Management & Organization
Wednesday June 25	Chapter 14	Worksheets, Social Responsibility & Sustainability
Monday, June 30	Chapter 15	Worksheets, Development, Milestones & Exit Plan
Tuesday July 1	Chapter 16	Worksheets, The Financials
Wednesday July 2	Chapter 18	The Presentation (and Potluck?)