

BUS 69 – Small Business Entrepreneurship Syllabus

Semester & Year: Fall 2014
Course ID and Section Number: BUS 69 – E6297
Number of Credits/Units: 4.0
Day/Time: TTH 1:00PM - 4:10PM
Location: HU 218 (Eureka Main Campus)
Textbook: Successful Business Plan (5th Edition) – Abrams (Planning Shop)
The Startup Owner’s Manual – Blank (K&S Ranch)
Instructor’s Name: Chris Gaines
Contact Information: Office location: HU 108B
Office hours: MW 10-11:30AM and by appt. at HSU campus
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Email: chris-gaines@redwoods.edu (preferred contact method)

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):

- Create a comprehensive business plan.

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. If you fail to attend your scheduled

presentation, you will not receive any points for your group work (regardless of contributions to the team effort prior to the presentation date).

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

Participation	100 Points
Business modeling, plan sections, “get out of building” report	100 Points
Team Contract	10 Points
Chapter quizzes	70 Points
HSU presentation participation	30 Points
Discussion board feedback to classmates (at least one review, per week, including posted feedback)	70 Points
Team Paper – Final Draft	100 Points
Team Presentation	100 Points
Total Points Possible	580 Points

PLEASE NOTE: The above assignments and point totals are tentative / 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.

Work Schedule

Week	Chapter	Notes
Week 1	1 – 3, Blank Lesson 1	Introduction. Please be sure to buy your textbook and login to our Canvas site to access course materials.
Week 2	4, 5, Blank Lesson 1A, 1B	Business Modeling 3 Business Models posted to Canvas (Thursday, 1pm). Team Contract due (Thursday, 1pm)
Week 3	4, 5, Blank Lesson 1A, 1B	Business Modeling Selected Business Model posted to Canvas with brief rationale (Thursday, 1pm) Concept Pitch (Thursday, 9/11, HSU, Siemens Hall 117, 1pm)
Week 4	6	Industry Analysis Ch. 6 Canvas Quiz Due (by Thursday, 1pm)
Week 5	7	Target Market Industry Analysis posted to Canvas Discussion Board (Tuesday, 1pm) Ch. 7 Canvas Quiz Due (Thursday, 1pm).
Week 6	8,9	Competition and Strategic Positioning Target Market posted to Canvas Discussion Board (Tuesday, 1pm) Ch. 8/9 Canvas Quiz Due (Thursday, 1pm)
Week 7	10	Marketing Plan Competition posted to Canvas Discussion Board (Tuesday, 1pm) Ch. 10 Canvas Quiz Due (Thursday, 1pm).
Week 8	11, 12	Operations and Technology Plan Elevator Pitches (HSU, Siemens Hall 117, 1pm) Marketing posted to Canvas Discussion Board (Tuesday, 1pm) Ch. 11/12 Canvas Quiz Due (Thursday, 1pm).

Week 9	13, 14	<p>Management and Social Responsibility Plan</p> <p>Ops/Tech posted to Canvas Discussion Board (Tuesday, 1pm)</p> <p>“Get out of the building” report posted to Canvas Discussion Board (Thursday, 1pm)</p> <p>Ch. 13/14 Canvas Quiz Due (Thursday, 1pm).</p>
Week 10	15, 16	<p>Exit Plan and Financials</p> <p>Mgmt/Social posted to Canvas Discussion Board (Tuesday, 1pm)</p> <p>Ch. 15/16 Canvas Quiz Due (Thursday, 1pm).</p>
Week 11	16	Discuss financial templates and key financial concepts.
Week 12	16	Discuss financial templates and key financial concepts.
Week 13	16	Finalize financial templates and conduct peer reviews of spreadsheets.
Week 14	Group work	Finalize business plan and financial spreadsheets.
Week 15	Present	<p>Final presentations (Dec 9th, HSU, Siemens Hall 117, 1pm)</p> <p>Final business plan due (Thursday of Week 15).</p>
Week 16	Present	Peer evaluation rubrics due (Tuesday, 1pm, emailed to me)

Notes: The work schedule above is subject to change. All Canvas quizzes will be due by 1pm on the Thursday of each week listed above. All homework will be due at the beginning of class on Thursdays as listed above. If you are absent for your group presentation, you will not receive credit for the assignment. Your final score will also be influenced by the feedback received from your peers via the Peer Evaluation form. This form is included on the Canvas site and the process will be discussed at length in class.