



Course Information

Semester & Year: Spring 2023

Course ID & Section #: BUS 69-V4773

Instructor's name: Matthew Cendejas

Instructor's email: matthew-cendejas@redwoods.edu

Day/Time of required meetings: No required zoom meetings

Location: Fully Online

Course units: 4 units

Textbook: There will be no required texts for this course. Several books and resources will be recommended but not required. Free (Creative Commons) resources will be made available for each student.

Instructor Contact Information

Office location or *Online: Online or via phone

Office hours: By appointment (Zoom office hour sessions are available upon request and by appointment)

Phone number: 707-498-3212

Email address: matthew-cendejas@redwoods.edu

Catalog Description

An overview of the strategic business plan development 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 profitable, differentiated and sustainable business model.

Course Student Learning Outcomes (*from course outline of record*)

1. Create a comprehensive business plan.

Prerequisites/corequisites/ recommended preparation

n/a

Accessibility

Students will have access to online course materials that comply with the Americans with Disabilities Act of 1990 (ADA), Section 508 of the Rehabilitation Act of 1973, and College of the Redwoods policies. Students who discover access issues with this class should contact the instructor.

College of the Redwoods is also committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or [Disability Services and Programs for Students](#) (DSPS).

Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1st floor
- Del Norte: 707-465-2324, main building near library

- Klamath-Trinity: 530-625-4821 Ext 103

During COVID19, approved accommodations for distance education classes will be emailed to the instructor by DSPS. In the case of face to face instruction, please present your written accommodation request to your instructor at least one week before the first test so that necessary arrangements can be made. Last-minute arrangements or post-test adjustments cannot usually be accommodated.

Support for online learners during COVID-19

In response to COVID-19, College of the Redwoods moved the majority of its courses online to protect health and safety. As the faculty and students adjust to this change, clear communication about student needs will help everyone be successful. Please let me know about any specific challenges or technology limitations that might affect your participation in class. I want every student to thrive.

Evaluation & Grading Policy

Please see the “Policies, Assignments and Grading (specific to this class)” section below.

Admissions deadlines & enrollment policies

Fall 2022 Dates

- Classes begin: 8/20/22
- Last day to add a class: 8/26/22
- Last day to drop without a W and receive a refund: 9/02/22
- Labor Day Holiday (all campuses closed): 09/05/22
- Census date: 9/06/22 or 20% into class duration
- Last day to petition to file P/NP option: 09/16/22
- Last day to petition to graduate or apply for certificate: 10/27/22
- Last day for student-initiated W (no refund): 10/28/22
- Last day for faculty-initiated W (no refund): 10/28/22
- Veteran’s Day (all campuses closed): 11/11/22
- Fall Break (no classes): 11/21/22 – 11/25/22
- Thanksgiving Holiday (all campuses closed): 11/23/22 – 11/25/22
- Final examinations: 12/10/22 – 12/16/22
- Semester ends: 12/16/22
- Grades available for transcript release: approximately 01/06/23

Academic dishonesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct ([AP 5500](#)) is available on the College of the Redwoods website. 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 website](#). cases where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, the student may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct ([AP 5500](#)) is available on the College of the Redwoods website. 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 website](#).

Disruptive behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such

Community College Student Health and Wellness

Resources, tools, and trainings regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges [Health & Wellness website](#).

[Wellness Central](#) is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email counseling@redwoods.edu.

Admissions deadlines & enrollment policies

Spring 2023 Dates

- *Classes begin: 01/14/23*
- *Martin Luther King's Birthday (all campuses closed): 01/16/23*
- *Last day to add a class: 01/20/23*
- *Last day to drop without a W and receive a refund: 01/27/23*
- *Census date: 01/30/23 or 20% into class duration*
- *Last day to petition to file P/NP option: 02/10/23*
- *Lincoln's Birthday (all campuses closed): 02/17/23*
- *President's Day (all campuses closed): 02/20/23*
- *Last day to petition to graduate or apply for certificate: 03/02/23*
- *Spring Break (no classes): 03/13/23 – 03/18/23*
- *Last day for student-initiated W (no refund): 03/31/23*
- *Last day for faculty-initiated W (no refund): 03/31/23*
- *Final examinations: 05/06/23 – 05/12/23*
- *Commencement: 05/15/23*
- *Semester ends: 05/12/23*
- *Grades available for transcript release: approximately 05/26/23*

Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions, including online discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

Setting Your Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. It does not change your legal name in our records. See the [Student Information Update form](#).

Canvas Information

If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.

Log into Canvas at <https://redwoods.instructure.com>

Password is your 8 digit birth date

For tech help, email its@redwoods.edu or call 707-476-4160

Canvas Help for students: <https://www.redwoods.edu/online/Help-Student>

Canvas online orientation workshop:

<https://www.redwoods.edu/online/Home/Student-Resources/Canvas-Resources>

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Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones. Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor <https://webadvisor.redwoods.edu> and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or security@redwoods.edu if you have any questions. For more information see the [Redwoods Public Safety Page](#).

In an emergency that requires an evacuation of the building anywhere in the District:

- Be aware of all marked exits from your area and building
- Once outside, move to the nearest evacuation point outside your building
- Keep streets and walkways clear for emergency vehicles and personnel

Do not leave campus, unless it has been deemed safe by the campus authorities.

Del Norte Campus Emergency Procedures

Please review the [Crescent City campus emergency map](#) for campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information see the [Redwoods Public Safety Page](#).

Eureka Campus Emergency Procedures

Please review the [campus emergency map](#) for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the [Redwoods Public Safety Page](#). It is the responsibility of the College of the Redwoods to protect life and property from the effects of emergency situations within its own jurisdiction.

In the event of an emergency:

1. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
2. Dial 911, to notify local agency support such as law enforcement or fire services.
3. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
4. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
5. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
6. If safe to do so, notify key administrators, departments, and personnel.
7. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

Klamath Trinity Campus Emergency Procedures

Please review the responsibilities of, and procedures used by, the College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to communicate to faculty, staff, students and the general public during an emergency. It is the responsibility of College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to protect life and property from the effects of emergency situations within its own jurisdiction.

1. In the event of an emergency, communication shall be the responsibility of the district employees on scene.
 - a. Dial 911, to notify local agency support such as law enforcement or fire services.
 - b. If safe to do so, notify key administrators, departments, and personnel.
 - c. If safe to do so, personnel shall relay threat information, warnings, to ensure the school community is notified.
 - d. Contact Jolene Gates 530-625-4821 to notify of the situation.
 - e. Contact Hoopa Tribal Education Administration office 530-625-4413
 - f. Notify Public Safety 707-476-4111.
2. In the event of an emergency, the responsible district employee on scene will:
 - a. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.
 - b. Lock all doors and turn off lights if in lockdown due to an active shooter or similar emergency.
 - c. Close all window curtains.
 - d. Get all inside to a safe location Kitchen area is the best internal location.
 - e. If a police officer or higher official arrives, they will assume command.
 - f. Wait until notice of all is clear before unlocking doors.
 - g. If safe to do so, move to the nearest evacuation point outside the building (Pooky's Park), directly behind the Hoopa Tribal Education Building.

- h. Do not leave site, unless it has been deemed safe by the person in command. Student Support Services (required for online classes)

Student Support Services

The following online resources are available to support your success as a student:

- [CR-Online](#) (Comprehensive information for online students)
- [Library Articles & Databases](#)
- [Canvas help and tutorials](#)
- [Online Student Handbook](#)

[Counseling](#) offers assistance to students in need of professional counseling services such as crisis counseling.

Learning Resource Center includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- [Library Services](#) to promote information literacy and provide organized information resources.
- [Multicultural & Diversity Center](#)

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides financial assistance, support and encouragement for eligible income disadvantaged students at all CR locations.
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in [Eureka](#) or in [Del Norte](#)
- The [Veteran's Resource Center](#) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821

Policies, Assignments and Grading (specific to this class)

Code of Conduct - Professional conduct is built upon the idea of mutual respect. You will be expected to communicate and behave professionally in all class communications and interactions. This includes respectfully disagreeing with each other when appropriate, offering constructive criticism to each other's work, respecting perspectives different from your own, and embracing the idea (which I strongly believe in) that we can learn quite a bit from each other and our diverse belief systems and life experiences.

Cannabis policy - The Cannabis industry is a major contributor to our local economy. In addition, state legalization has opened up many business opportunities in California for entrepreneurs in this industry. That said, cannabis is still illegal at the federal level, creating a murky legal environment for many entrepreneurs in this category. Our policy is clear - we cannot support or train businesses to participate in this industry until it becomes legal at the state *and* federal level. In the meantime, and given the great impact of cannabis on our community, we will discuss *hypothetical scenarios* that operate under the assumption that cannabis is federally legal (i.e. discussions about a hypothetical future).

Assignments

Discussion posts, critical reviews and social media insights. You are required to post four times per week (for the first 10 weeks). Please see Modules in Canvas for detailed instructions and due dates for each week. As mentioned above, the Modules section is the best way to keep track of what is due by week.

The following are the Canvas posts that are due each week (until Week 10 in Modules):

- Discussion post
- Critical review post
- Startup insight post
- Video review post (see Lab work below)

Please note that posts and discussions in class are available for everyone to see and/or hear, therefore, if you have business ideas that you would like to keep confidential, it is highly recommended to not share them in this class.

Lab work - Video review and feedback: Please review each video below per the syllabus schedule. One post will be **due by the Friday** of each week that details your learning and questions from the video. Please see the Canvas Module assignment for each week for more details.

The lectures below can be found here (use the drop down menu "Lessons" on the left to access different lessons):

<https://classroom.udacity.com/courses/ep245/lessons/48696636/concepts/487540090923#>

Lesson 2: What we Now Know

- History of the Corporation
- Startups Are Not Smaller Versions of Large Companies
- Waterfall Development
- Customer vs. Product Development
- Entrepreneurial Education

Lesson 3 & 4: Business Models and Customer Development

- Value Proposition
- Customer Segments
- Revenue Streams
- Key Resources
- Customer Development Processes
- Minimum Viable Product
- Market Opportunity Analysis

Lesson 5: Value Proposition

- Value Proposition and the Minimum Viable Product
- Customer Archetype
- MVP Physical && Web/Mobile
- Common Mistakes With Value Proposition

Lesson 6: Customer Segments

- Product Market Fit

- Rank and Day in the Life
- Multiple Customer Segments
- Market Types Introduction: Existing, Re-segmented, New, Clone
- Consequences of Not Understanding a Market

Lesson 7: Channels

- Distribution Channels Overview
- Web Distribution
- Physical Distribution
- Direct Channel Fit
- Indirect Channel Economics
- OEM Channel Economics

Lesson 8: Customer Relationships

- Paid Demand Creation
- Earned Demand Creation
- Get Physical
- Viral Loop
- Web Customer Acquisition Costs

Lesson 9: Revenue Model

- How Do You Make Money
- Revenue Streams and Price
- Direct and Ancillary Models
- Common Startup Mistakes
- Market Types and Pricing
- Single and Multiple Side Markets
- Revenue First Companies
- Market Size and Share

Lesson 10: Partners

- Partner Definition
- Partner Resources
- Partner Types
- Greatest Strategic Alliance
- Joint Business Development

Lesson 11: Resources, Activities and Costs

Four Critical Resources

- Financial Resources
- Human Resources
- Qualified Employees and Culture
- Intellectual Property Overview

Final Plan Presentation and Spreadsheets: We will discuss the requirements for the final plan and spreadsheet assignments extensively in our Zoom recordings. You will be developing the content for your plan over the course of the semester. You will be asked to record and post a video of your business plan presentation and upload it to Canvas for peer and instructor review.

Grading (The Bottom Line): Please see Canvas for more details regarding these assignments, including due dates. Assignments and points are subject to change. Grades will be assigned using the following performance measures:

Weekly discussion posts (10 points each)	100 Points
Weekly critical reviews (10 points each)	100 Points
Startup insight posts (10 points each)	100 Points
Video viewing and subsequent Canvas posts	90 Points (9 x 10 pts)
Financial worksheets - draft submissions	30 Points (3 x 10 pts)
Final spreadsheets (posted to Canvas)	100 Points
Final presentation	100 Points
Total Points Possible	720 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
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If your final grade is “on the bubble” (e.g., 79% or 89%), active **class participation** will be the deciding factor.

Notes / reminders: *The work schedule above is subject to change.* I will keep the class informed of any changes.