Small Business Management (BUSG 2309) Online

Credit: 3 semester credit hours (3 hours lecture, 0 hours lab)

Prerequisite/Co-requisite: Complete the Online Orientation and Answer yes to 7+ questions on the Online Learner Self-Assessment: http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx

Course Description

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. *This course is time-bound, structured, and completed online with a proctored final.*

Required Textbook and Materials

1. *Small Business Management in the 21*st *Century by David T. Cadden and Sandra L. Lueder.*
   a. EISBN 978-1-4533-4556-6 (Can purchase the "pass" for $19).
   b. Go to **Textbook Information** on **Course Content** page or follow this link (https://students.flatworldknowledge.com/course/1400925)
   c. Tutorial video access: http://www.flatworldknowledge.com
   d. Book also available as a **FREE DOWNLOAD in PDF or DOC** formats:
      http://tinyurl.com/BUSG2309-Textbook-PDF
      http://tinyurl.com/BUSG2309-Textbook-DOCx
2. Computer access to develop <u>original</u> business plan.

Course Objectives

Upon completion of this course, the student will be able to:
1. Identify management skills for a small business.)
2. Outline issues related to choosing a business, succeeding in a business, and obtaining a return on investment.
3. Create a business plan.

COURSE OUTLINE:

Unit I: (Test 1)
1. Foundation for Small Business
2. Your Business Idea: The Quest for Value
3. Family Businesses
4. E-Business and E-Commerce

Unit II: (Test 2)
5. The Business Plan
6. Marketing Basics
7. Marketing Strategy
8. The Marketing Plan

Unit III: (Test 3)
9. Accounting and Cash Flow
10. Financial Management
11. Supply Chain Management: You Better Get It right
12. Organization and People

Unit IV: (Test 4)
13. The Search for Efficiency and Effectiveness
14. Icebergs and Escapes
15. Going Global: Yes or No?

Approved 8/13

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:
1. Semester Exams (4)[*]   60%
2. Business Plan Course Project[+]   40%

    * Final Exam Proctored

    + Business Plan Electronic submissions <u>not</u> accepted.

Course Requirements

1. Weekly access to BlackBoard via Internet.
2. Bi-Weekly posting of response to discussion plans.
3. Weekly Reading Assignment.
4. Preparation of a Small Business Plan, including but not limited to:
   a. Professional Resume
   b. Marketing Analysis
   c. Financial Analysis
   d. Distribution Analysis
   e. Community Assessment Study
   f. Competitive Assessment Study
5. Three chapter tests will be given online to be taken wherever you have computer access. Grades will be posted a week from test date, two weeks at the most.
6. The **Final Exam** will be on-line and **<u>must be proctored</u>** within an official testing center. The LIT Testing Center offers "free" proctoring services. If you are unable to take the test at the LIT Testing Center, you are required to contact the Instructor a week in advance of the test date. Failure to take the FINAL will result in an automatic F for the semester.

Course Policies

1. A Business Plan must be submitted on or before the due date – <u>no late submissions accepted</u>. ***Failure to submit a Business Plan will result in an automatic F for the semester.***
2. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
3. Proper email etiquette must be maintained at all times.
4. Academic Dishonesty will be dealt with most strictly - An automatic F for the semester, plus a report will be filed.
5. Academic Integrity is exhibited through deliverance of timed tests and use of lockdown browser, providing results only after test time period expiration.
6. No late assignments will be accepted and <u>makeup exams will not be given</u>.
7. Four tests, including the final, will be given. The lowest test score out of the first three online tests will be discarded. If one of the first three tests is missed, that one will be counted as the one to be discarded. The first three tests may be taken on your personal computer.

8. **The Final Exam will be on-line and <u>must</u> be proctored within an official testing center.** To reserve your space with the LIT Testing Center, call 409-839-2027 or 409-880-8687. You have from the date the review is posted until the test due date to take the test. This gives you 11 week days to take the test. Review and Test dates are posted in the Syllabus on page 5. If you are unable to take the test at the LIT Testing Center, contact the Instructor a week in advance of the test date.

9. **Proctoring Policy**:
   a. A schedule of testing dates and times will be sent you via Blackboard Messages.
   b. All purses, backpacks, notebooks, etc. will need to be stored in lockers provided at the testing center - including CELL PHONES. No notes allowed for the test.
   c. Picture ID will be required to take the test.
   d. **<u>If you are unable to take the test at the LIT Testing Center, contact the Instructor a week in advance of the test date</u>**.

10. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop logging in, taking the required tests, and fail to drop the course, you will earn an 'F' in the course.

11. Online participation is expected and required. You should log into the class a minimum of 3 times per week.

12. Additional class policies as defined by the individual course instructor.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:
http://kb.blackboard.com/pages/viewpage.action?pageId=25368512
A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building or visit the online resource: http://www.lit.edu/depts/stuserv/special/defaults.aspx.

Course Schedule

Week	Topic	Reference
1	Orientation Week - Course Introduction / Syllabus / Instructor, Netiquette, and Course Navigation (Online Activity)	Syllabus, Netiquette link
	Foundations for Small Business	**UNIT 1** Chapter 1

Week	Topic	Reference
2	**Your Business Idea: The Quest for Value** *Discussion for participation*	Chapter 2 Online
3	**Family Businesses** *Review vocabulary from chapters 1-4*	Chapter 3 Textbook
4	**E-Business and E-Commerce** *Study Test Review sent via Blackboard Messages*	Chapter 4 Online
5	**TEST 1:** ***Go to Course Content/Unit 1/Test 1***	Online UNIT 1
	The Business Plan Check Blackboard Learn/Course Content/Business Plan for attachments: • "Instructions for Business Plan" and • "Guidelines for Business Plan"	**UNIT 2** Chapter 5
	Select one Online Discussion for participation	Online
6	**Marketing Basics** *Work on Business Plan.*	Chapter 6
7	**Marketing Strategy** *Name of Business Plan Due*	Chapter 7 Online
	The Marketing Plan *Study Test 2 Review (sent via Blackboard Messages)*	Chapter 8 Online
8	**TEST 2:** ***Go to Course Content/Unit 2/Test 2***	Online UNIT 2
	Accounting and Cash Flow	**UNIT 3** Chapter 9 Online
	Business Plan (BP)*: Create Mission/Vision Statement and send via Blackboard Message to Instructor*	
9	**Financial Management** Business Plan (BP): Continue research and preparation	Chapter 10

Week	Topic	Reference
10	**Supply Chain Management: You Better Get It Right** Business Plan (BP): Continue research and preparation	Chapter 11
11	**People and Organization** Study Test 3 Review sent via Blackboard Messages Business Plan (BP): Continue research and preparation	Chapter 12 Online
12	**TEST 3:** *Go to Course Content/Unit 3/Test 3*	Online
	The Search for Efficiency and Effectiveness Business Plan (BP): Continue research and preparation	**UNIT 4** Chapter 13
13	**Icebergs and Escapes** *FINALIZE YOUR BUSINESS PLAN(BP)*	Chapter 14 Off line
14	**Going Global: Yes or No?**	Chapter 15
15	**Business Plan DUE no later than 6 PM** **@ LIT LEARNING CENTER (Technology Center, Room 112)**	**Completed Notebook**
16	**Study FINAL Review sent via Blackboard Messages** **FINAL EXAM**	Online **PROCTORED**

Contact information varies by instructor.