

BUSG 1315.WB
Small Business Operations Syllabus
Spring 2011

How to run your
own small business



Instructor: Connie Nichols

E-mail: cnichols@odessa.edu

Office: Sedate Hall 208

Phone: 432-335-6521

Instructor's Comments: **Be sure to read and follow the [course instructions](#) found below. In order to successfully complete this course, you should allow plenty of time to do the assignments. The assignments are not designed to be done quickly. I would suggest setting aside several hours each week to specifically work on this course. Pay close attention to the due date for each lesson. Please feel free to contact me at cnichols@odessa.edu any time during the semester with questions, comments, or other issues regarding this course. I look forward to hearing from you.**

Course Description: BUSG 1315 Small Business Operations (52.0703) 3 Credit Hours. Operating a small business. Emphasizes management functions including planning, leading, organizing, staffing, and controlling operations (SCANS 6,7,9) No prerequisite required.

Required Text: Entrepreneurial Small Business, 3rd edition by Jerome Katz and Richard Green, McGraw-Hill, ISBN: 9780073381572. This book may be purchased from the Odessa College Bookstore or from an online book seller.

Instructor's Office Hours: [Office Hours](#)

Course Learning Outcomes: Upon successful completion of this course, student will be prepared to

- Identify the aspects of operating a small business;
- describe human resource functions including employee development;
- explain the elements of total quality management;
- compare purchasing procedures, inventory control, and computerized operations between/among small businesses.

Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent Odessa College Catalog. Your final grade will be based upon a combination of the following factors:

1. Timeliness of lesson submissions
2. Ability to relate and apply the concepts discussed in the course
3. Scores on lessons
4. Attendance of a minimum of 4 [community leadership meetings](#)
5. Score on final exam

The instructor's office hours and phone number are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Management students are encouraged to make an appointment with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

Departmental and Instructor Course Requirements, Evaluation Methods and Grading Policy: There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by due date. Students are required to attend a minimum of 4 community leadership meetings during each semester. Check the calendar page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

1.	Online Quizzes	30%
2.	Web Exercise	25%
3.	Discussion Questions/Cases	25%
4.	Community Leadership Meetings	10%
5.	Final Exam	10%

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Student will receive an updated grade sheet along with any graded assignments and any comments or suggestions regarding the work submitted.

Information regarding withdrawals, dropping a class or receiving an incomplete can be found in the current [Odessa College Catalog](#).

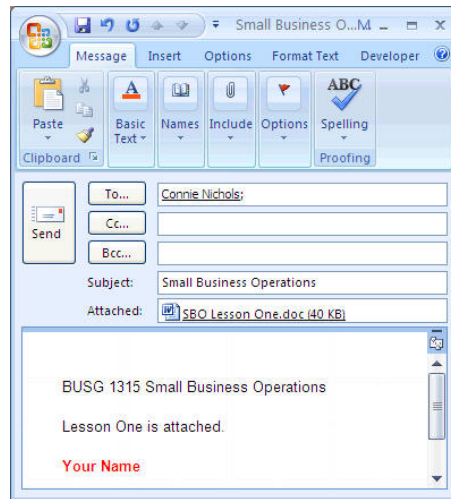
Management students should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.

Student E-mail: If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account: <http://www.odessa.edu/gmail/>

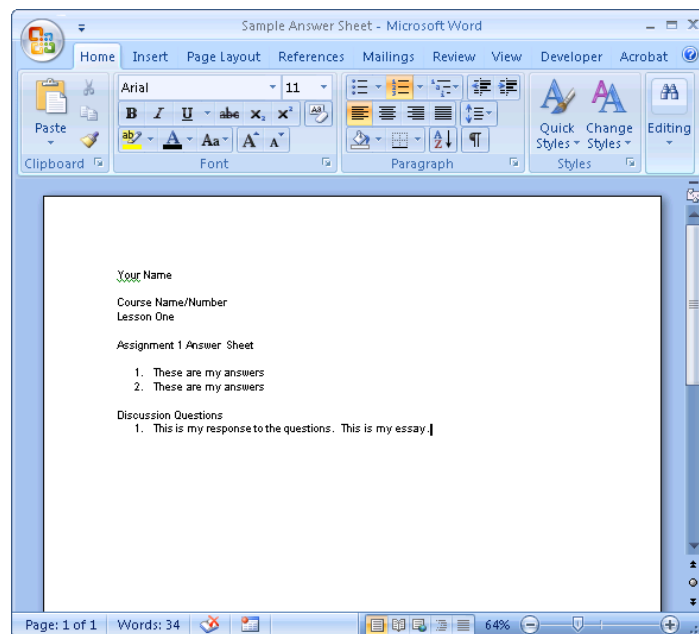
Submitting Lessons - Follow these steps to successfully complete this course: Read all six steps!

The course lessons are available to view and/or print from this website. For each lesson, you will need to:

1. Read the assigned chapter. Complete all assignments for each lesson by the due date to avoid being penalized. **Lessons more than two weeks late may not be accepted for grading without prior permission from the instructor.** Grades will be returned to you by e-mail along with instructor's comments regarding your work.
2. Complete the online quiz for each chapter by going to the text book publisher's website - Course URL: <https://www.eztestonline.com/265337/index3.tpx>
You will need to register on this site following the instructions found by clicking on this link:
[EZ TEST ONLINE STUDENT HANDOUT](#)
3. Prepare an answer sheet for the other assignments for each lesson. You can attach your answer sheet to an email to me or you can type your answer sheet in the body of the email. Be sure to include your name, the course name/number and the lesson number on the answer sheet.



Sample Answer Sheet



4. Make sure you put your name and course number in the body of the email.

5. When answering the essay or discussion questions, please use complete sentences and include an example from your own experience when possible. This helps me determine if you are understand the topic and if you are developing critical thinking skills needed to be successful in today's workplace. Points will be deducted for not providing examples.

6. If you have questions, please call me at 432-335-6521 or email me at cnichols@odessa.edu.

How to submit your work if your computer crashes or if you lose your internet connection: If your computer goes down or you lose your internet connection, you are still responsible to turn in your

lessons by the due date. There are computer resources available on campus. If you cannot email your assignment, you can

Deliver it to my office: SH 208. If I am not in my office, you should leave it in my box located in the hallway.

Mail it to me: Connie Nichols, Odessa College, 201 W. University, Odessa, TX 79764

Objective of the Management Department: The primary object of the management program is to prepare each student for employment by providing skills training in critical thinking, problem solving, decision making, communication, self-management, and leadership. The management program is not intended to serve as preparatory work toward a baccalaureate degree. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: <http://www.odessa.edu/dept/management/>

Management Department Philosophy: Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Management Department of Odessa College:

- **M - managing**
- **A - all**
- **R - resources,**
- **K - knowledge and**
- **E - efforts**
- **T - toward**
- **I - intentionally**
- **N- navigating**
- **G - gains**

Learning Contract: Each student is expected to make a commitment to learn. Example below:

On this day, _____, I, _____ commit to learn.

Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

Odessa College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866

Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Odessa College.

General inquiries about Odessa College, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the College and not to the Commission's office.

Small Business Operations

Lesson Due Dates Spring 2011		
Lesson Number	Title	Due Date
Lesson 1	Chapter 2 Small Business Environment: Managing External Relations	2-07
Lesson 2	Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies	2-14
Lesson 3	Chapter 5 Small business Entry: Paths to Part-Time Entrepreneurship	2-21
Lesson 4	Chapter 6 Small business Entry: Paths to Full-Time Entrepreneurship	2-28
Lesson 5	You have been given 3 weeks to complete this lesson - Start working on it now! Chapter 13 Small Business Accounting: Projecting and Evaluating Performance	3-21
Lesson 6	Chapter 16 Assets: Inventory and Operations Management	3-28
Lesson 7	Chapter 17 Small Business Protection: Risk Management and Insurance	4-04
Lesson 8	Chapter 18 Legal Issues: Recognizing Your Small Business Needs	4-11
Lesson 9	Chapter 19 Human Resource Management : Small Business Considerations	4-18
Lesson 10	Chapter 20 Achieving Success in the Small Business	4-25
Final	Final Essay	5-09

Holidays:

January 17, 2011 Martin Luther King Day - Campus Closed

March 14-20 Spring Break - Campus Closed

Last Day to Drop: Thursday, April 4, 2011

April 22 Good Friday - Campus Closed

Graduation: May 13, 2011