

BUSG 1315 WB Small Business Operations
Fall 2013

Instructor: Connie Nichols
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Office: Sedate Hall 208



Odessa College
Business Leadership Dept.

Course Syllabus

Notice: It is the student's responsibility to check the online syllabus for updates and changes during the semester. Students will be notified of changes, if any, in timely manner.

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. Set aside several hours each week to specifically work on this course.
- pay close attention to the due date for each lesson. There are penalties for late work.
- arrange to attend the Community Leadership Meetings discussed below early in the semester.
- 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 (Catalog Description) BUSG 1315 Small Business Operations (52.0703) (3-0) 3 hours
Operating a small business. Emphasizes management functions including planning, leading, organizing, staffing, and controlling operations. Lab fee required. (ICOs 1, 2, 3, 4, 5, 6) Prerequisite: None.

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

	Monday	Tuesday	Wednesday	Thursday
AM	9:00-11:30	9:00 – 10:00	9:00 - 12:00	9:00 – 10:00
PM	6:00 - 7:00	2:00 – 3:30		
Friday: By appointment – 432-335-6521 - cnichols@odessa.edu				

Description of Institutional Core Objectives (ICO's)

Given the rapid evolution of necessary knowledge and skills and the need to take into account global, national, state, and local cultures, the core curriculum must ensure that students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. Therefore, with the assistance of the Undergraduate Education Advisory Committee, the Coordinating Board has approved guidelines for a core curriculum for all undergraduate students in Texas.

Through the application and assessment of objectives within the institution's **core curriculum**, students will gain a foundation of knowledge of human cultures and the physical and natural world; develop principles of personal and social responsibility for living in a diverse world; and advance intellectual and practical skills that are essential for all learning. Appropriate Odessa College faculty periodically evaluates all of the courses listed in the descriptions on the following pages of this catalog and keys them to **Odessa College's Institutional Core Objectives (ICOs)**, as defined by the Texas Higher Education Coordinating Board (THECB). (Source: Odessa College Catalog of Courses 2012-2013, page 73)

Odessa College's Institutional Core Objectives (ICOs):

- 1) Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2) Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3) Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
- 4) Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- 5) Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making
- 6) Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Learning Outcomes for BUSG 1315 WB (Source: Odessa College Catalog of Courses 2012-2013, page 101)

Outcome	ICO
Identify the aspects of operating a small business	Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
Describe human resource functions including employee development	Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
Compare purchasing procedures, inventory control, and computerized operations of small businesses	Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
Explain the elements of total quality management	Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
Turn in assignments by specified due dates	Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

Attend community leadership meetings	Social Responsibility - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
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Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined below under Odessa College Policies. 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 exams, projects, and other assignments
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 submitted by the 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.

All lessons (assignments) have due dates. Student should contact instructor regarding late assignments and arrangements made to submit late work. Points will be deducted for each day the assignment is late. Each Lesson will have multiple assignments associated with a particular chapter in the book and your grade will be a compilation of the following categories:

1. Online Quizzes		25%
2. Web Exercise		25%
3. Discussion Questions/Case Studies		25%
6. Community Leadership Meetings		10%
8. Final Exam		15%

Lessons will be available beginning the first day of class at http://www.odessa.edu/dept/management/cnichols/busg_1315_wb.htm.

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:

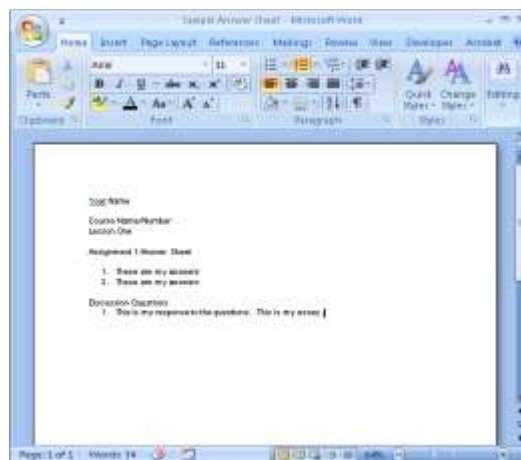
1. Read the assigned chapter. Complete all assignments for each lesson by the due date to avoid being penalized. Lessons more than two weeks late may not be accepted for grading without prior permission from the instructor. Grades will be returned to you by e-mail along with instructor's comments regarding 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](#) Each quiz is open for a specified period of time. Be sure to complete the quiz by the due date.

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 understanding the topic and if you are developing critical thinking skills needed to be successful in **today's workplace**. Do not merely copy from the book or from other sources. 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

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 weekly along with the graded lesson and any comments or suggestions regarding the work submitted.

The Odessa College Student Success Coaches will help you stay focused and on track to complete your educational goals. If an instructor sees that you might need additional help or success coaching, he or she may submit a Retention Alert or a Starfish Alert. A Student Success Coach will contact you to work toward a solution.

Information regarding withdrawals, dropping a class or receiving an incomplete can be found below under Odessa College Policies.

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

Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. Correspondence will be submitted using your Odessa College email as an alternative method to contact you with information regarding this course.

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/>

BUSG 1315 Small Business Operations Spring 2013 Course Schedule

Holidays: January 21, 2013 – Martin Luther King Day (College Closed)

March 11 – 16, 2013 – Spring Break (College Closed)

March 29, 2013 – Good Friday (College Closed)

Last Day to Drop: April 16, 2013

Last Class Day: May 11, 2013

Graduation: May 17, 2013

Lesson Number	Title	Due Date
Lesson 1	Chapter 2 Small Business Environment: Managing External Relations	2-04
Lesson 2	Chapter 3 Small Business Entrepreneurs: Characteristics and Competencies	2-11
Lesson 3	Chapter 5 Small business Entry: Paths to Part-Time Entrepreneurship	2-18
Lesson 4	Chapter 6 Small business Entry: Paths to Full-Time Entrepreneurship	2-25
Lesson 5	<p style="color: red; text-align: center;">You have been given 3 weeks to complete this lesson - Start working on it now!</p> Chapter 13 Small Business Accounting: Projecting and Evaluating Performance	3-18
Lesson 6	Chapter 16 Assets: Inventory and Operations Management	3-25
Lesson 7	Chapter 17 Small Business Protection: Risk Management and Insurance	4-01
Lesson 8	Chapter 18 Legal Issues: Recognizing Your Small Business Needs	4-08
Lesson 9	Chapter 19 Human Resource Management : Small Business Considerations	4-15
Lesson 10	Chapter 20 Achieving Success in the Small Business	4-22
Final	Final Essay	5-6

Academic Policies

Note that the OC Student Handbook states (page 32) that “[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104).” For more information on your rights and responsibilities as a student at Odessa College, please refer to the following: The 411 of OC: Student Handbook 2012-2013; Student Rights & Responsibilities <http://www.odessa.edu/dept/studenthandbook/handbook.pdf>

Scholastic Dishonesty

Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by board policies. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism and collusion.

"Cheating on a test" shall include:

- **Copying from another student's test paper**
- **Using test materials not authorized by the person administering the test.**
- **Collaborating with or seeking aid from another student during a test without permission from the test administrator.**
- **Knowingly using, buying, selling, stealing or soliciting, in whole or in part, the contents of an unadministered test.**
- **The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.**
- **Substituting for another student, or permitting another student to substitute for one's self, to take a test.**
- **Bribing another person to obtain an unadministered test or information about an unadministered test.**
- **"Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.**
- **"Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.** (Source: Odessa College Student Handbook 2012-2013, page 29-30)

Special Populations/Disability Services/Learning Assistance

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA), unless doing so poses an undue hardship or fundamentally alters the nature of the program or activity. Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and

submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at www.odessa.edu/dept/counseling/disabilities.htm. The college strives to provide a complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433. (Source: Odessa College Catalog of Courses 2012-2013, page 52)

Dropping a Course or Withdrawing from College

Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the **Wrangler Express, or Registrar's Office**. **A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar's Office.** Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered **into active duty**. **A copy of the student's orders must be presented to the Registrar's Office at the time of the withdrawal.** For details, please contact the Office of the Registrar. No longer attending class does not automatically **constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped.** Failure of a student to complete the **drop/withdrawal process will result in a grade of "F."** (Source: Odessa College Catalog of Courses 2012-2013, page 36)

Learning Resource Center (LRC; Library)

The Library, known as the Learning Resources Center, provides research assistance via the LRC's catalog (print books, videos, e-books) and databases (journal and magazine articles). Research guides covering specific subject areas, tutorials, and the "Ask a Librarian" service provide additional help.

Student Success Center (SCC)

Located in the LRC, the Student Success Center (SSC) provides assistance to students in meeting their academic and career goals. We strive to provide new and updated resources and services at no charge to OC students. Academic support services include tutoring, study skills training, workshops, and the mentoring program. Tutoring is available for a variety of subjects including college mathematics, English, government, history, speech, chemistry, biology, and all developmental coursework. Appointments are preferred, but walk-ins will be served as soon as possible. Smarthinking online tutoring is also available. All computers in the center have Internet access, Microsoft Office, and software resources to assist OC students in improving their reading, writing and mathematical skills. The center also offers special assistance to students preparing for the THEA/COMPASS test. Computer lab assistants are available to assist students with student email, Blackboard, OC portal, Course Compass and more. For more information or to make an appointment, please call 432-335-6673 or visit www.odessa.edu/dept/ssc/ (Source: Odessa College Catalog of Courses 2012-2013, page 54)

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Expectations for Engagement – Online Learning

To help make the web-based learning experience fulfilling and rewarding, the following Expectations for Engagement provide the parameters for reasonable engagement between students and instructors for the online learning environment. Students and instructors are welcome to exceed these requirements.

Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
 - provided my contact information at the beginning of the syllabus;
 - respond to all messages within 24 hours if received Monday through Thursday and within 48 hours if received Friday through Sunday; and,
 - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies **during the time I'm unavailable.**
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
 - provide clear information about grading policies and assignment requirements in the course syllabus, and
 - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.
3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
 - provide grades for assignments within 1 week of the due date

Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
 - line up alternative computer and internet access in case my primary computer crashes or my internet services is unavailable;
 - recognize that the college provides free wi-fi and computer labs during regular campus hours to help me with accessing my course; and,
 - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my equipment or service is unreliable.
2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to
 - **getting “kicked off” of the system during tests or quizzes;**
 - having trouble submitting assignments; and
 - dealing with a traumatic personal event.

3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
 - seek out help from my instructor and/or from tutors;
 - **ask questions if I don't understand; and,**
 - access my course several times during the week to keep up with assignments and announcements.

Student Evaluation of Instruction: The SEI process for face-to-face and online courses is scheduled for April 28-May 4, 2013

Accrediting: 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.**
