



BUA 122.H96 • ***Successful Small Business*** • **Spring 2016**

FORMAT: Hybrid **LOCATION:** Room 227, Lenawee Campus, Adrian, Michigan

TIME FRAME: This is very compressed course, officially beginning on June 4, 2016 and ending on July 9, 2016. As a hybrid course, there will be both an online component (JetNet) and a face-to-face component.

This three-credit course will meet face-to-face at the above location in Adrian on the following Saturdays from 12:00 noon until 3:00 p.m.:

June 4, 2016

June 18, 2016

July 9, 2016

INSTRUCTOR: Ron Betzig **OFFICE:** Room 111, Jackson College's W.J. Maher Campus

EMAIL: betzigronalde@jccmi.edu

Please Note: Email is the best way to contact me. I usually respond within 24 hours.

Also feel free to call me at (517) 798-7097 or make an appointment to meet with me.

REQUIRED TEXT:

Longenecker, Justin, et al. ***Small Business Management: Launching & Growing Entrepreneurial Ventures*** (16th edition). Mason, OH: South-Western Cengage Learning, 2012.

OPTIONAL TEXTS (you don't have to purchase these books, but they are good references):

Blumenthal, Karen. *Steve Jobs: The Man Who Thought Different*. Feiwel and Friends, 2012. ISBN: 978-1-250-01445-0.

Charles River Editors, *Thomas Edison and Nikola Tesla: Pioneers of Electricity*, 2013. ISBN: 2940016611235.

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Christensen, Clayton M., Dyer, Jeff, and Gregerson, Hal. *The Innovator's DNA*. Harvard Business Review Press, 2011. ISBN: 978-1-4221-3481-8.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

Collins, Jim. *Good to Great*. HarperCollins, 2001. ISBN: 0066620996.

Kawasaki, Guy. *The Art of the Start 2.0: The Time-Tested, Battle Hardened Guide for Anyone Starting Anything*. Penguin Group, 2015. ISBN: 978-0-698-19363-5

Keller, Timothy. *Every Good Endeavor*. Dutton, 2012. ISBN: 978-0-525-95270-1.

Krzyzewski, Mike. *Beyond Basketball: Coach K's Keywords for Success*. Warner Books, 2006. ISBN-13: 9780446580496.

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

Lencioni, Patrick. *The Five Dysfunctions of a Team: A Leadership Fable*. Jossey-Bass, 2002. ISBN: 0787960756.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Ortberg, John. *The Me I Want to Be*. Zondervan, 2009. ISBN: 978-0-310-27592-3.

Phillips, Donald T. *Lincoln on Leadership*. Warner Books, 1992. ISBN: 0-446-39459-9.

Ries, Eric. *The Lean Startup*. Crown Business, 2011. ISBN: 978-0-307-88789-4.

Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*. Penguin Group, 2013. ISBN: 978-0-689-15170-3.

Welch, Jack, with Welch, Suzy. *Winning*. Harper Collins, 2005. ISBN: 0060753943.

COURSE DESCRIPTION: Do you have what it takes to own your own business? Discover that, as well as sources of financing, forms of legal ownership, niche marketing, and most importantly, how to avoid business failure. Prerequisites: CIS 095, ENG 085, ENG 090, or permission of instructor.

COURSE OBJECTIVES: The Board of Trustees of Jackson Community College has established a set of Associated Degree Outcomes (ADOs) to be achieved by every student.

This course will specifically address ADO 7: critical thinking. During the course, students will demonstrate critical thinking through questioning, interpreting, analyzing, evaluating, inferring from and synthesizing information to solve problems in a variety of settings.

COURSE STRUCTURE: A *variety of methods* will be used to enhance your understanding of small business management. Successful and aspiring entrepreneurs will visit our class either in person or by way of video. Small group projects will develop teamwork and networking skills. Concepts from the readings will be discussed, so it is imperative that the required reading for each class be completed in advance. Lectures, power point presentations, and videos will illustrate current issues in small business management and provide examples of successes and struggles faced by owners and managers. All classes will be highly interactive—*as with any business, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments, quizzes, and active participation will be graded, as described below.

EXPECTATIONS OF THE INSTRUCTOR:

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
 2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
 3. Frequently present concepts in more than one way so that students with differing learning styles can better absorb the material.
 4. Give helpful feedback on your assignments.
 5. Answer additional questions you may have, either through email dialogue or meeting face to face.
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EXPECTATIONS OF THE STUDENT:

1. Submit your work on time. No late work will be accepted. Most work (i.e., assignments, forums, and quizzes) will be submitted online via JetNet, Jackson College's course management system. All required work on JetNet will have specific due dates, so carefully read the description for each piece of work. Feel free to send me an email at betzigronade@jccmi.edu if you have questions. NOTE: In the online forums, there will usually be TWO separate due dates: the first date for your initial posting and a second date (when the forum closes) to comment on the initial postings of your classmates.
2. Do your part in making this experience valuable for you and your classmates. How do you do that? Be prepared. Think creatively. Participate actively and treat others respectfully, both in class and in the online forums. I'm happy to report that I have never had a problem in this course involving disrespect for another person's point of view, either in-class or in the online forums.
3. To help others focus during class time, refrain from eating and from using technological devices. You may, however, drink from a covered container during class. Each face-to-face meeting will include a break during which you are free to have a snack, check email, etc.
4. Establish reliable access to a computer with internet connection outside of class. The Lenawee campus and the library in Atkinson Hall on central campus have these available for you at certain hours of the day. Check the calendars of the relevant site if you plan to use these resources.
5. If you must miss a class session, inform me ahead of time when and why this will occur. When you miss a class you are still responsible for any material presented or any assignments given during the missed class. I suggest that you exchange phone numbers and email addresses with other students in order to get assignments and other information you missed.

Since there are only three class meetings, I may withdraw any student who does not notify me in advance of the need to miss a class, or who misses more than one class.

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| EVALUATION: | Assignments | 40% |
| | Participation | 40% |
| | Quizzes | 20% |

GRADING: Final grades will be assigned according to the following scale:

92 to 100% = 4.0

88 to 91% = 3.5

84 to 87% = 3.0

80 to 83% = 2.5

76 to 79% = 2.0

72 to 75% = 1.5

68 to 71% = 1.0

64 to 67% = 0.5

00 – 63% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 75.9% is below the threshold of 76% and therefore receives the grade 1.5.

SPECIAL POLICIES

- **ACADEMIC HONESTY:** Adaptation from Jackson College policy: Academic honesty is expected from all students. It includes producing one's own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Faculty members who suspect a student of academic dishonesty may penalize the student by assigning a failing grade for the paper, project, report, exam or the course itself.
- **WITHDRAW DEADLINE:** If you do not wish to receive a grade for this class, because you are not happy with your grade or for any other reason, you must withdraw before the date printed on the college website.

- **INCOMPLETE GRADES** will only be given in accordance with JC policy. Please note that incompletes are very rare and the determination of an incomplete is the instructor's decision.
- **JC TECHNOLOGY:** If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put "BUA 122" in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.
- **SPECIAL NEEDS:** Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Center for Student Success at (517) 787-0800 as soon as possible to ensure that such accommodations are implemented in a timely fashion.
- **JC TECHNOLOGY:** If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put "BUA 122-H40" in the subject line. Always save your work and have a back-up plan. Please *ask questions and get help early* with any concerns you may have, including computer problems.

Note: This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

Revised 05/27/2016