



BUA 122 H40 • **Successful Small Business** • **Winter 2016**

FORMAT: Hybrid • **CREDITS: 3**

TIME FRAME: As a hybrid course, there will be both an online and a face-to-face component. The online component will begin January 28, 2016 and end April 28, 2016; most of your work will be submitted online through Jackson College's JetNet course management system. The face-to-face component will consist of class meetings on the following seven Thursdays from 11:00 a.m. to 12:50 p.m.: **Jan. 28, Feb. 11, Feb. 25, Mar. 17, Mar. 31, Apr. 14, Apr. 28.**

LOCATION: Room 122, W.J. Maher (North) Campus, 3000 Blake Road, Jackson, Michigan

INSTRUCTOR: Ron Betzig

OFFICE: Room 111, 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 BOOK:

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

BOOKS OF REFERENCE (you don't have to purchase these books, but we may reference them):

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

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.

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

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

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

Collins, Jim. *How the Mighty Fall*. HarperCollins, 2009. ISBN: 0977326411.

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.

Mariotti, Steve, and Glackin, Carolyn. *Entrepreneurship: Starting and Operating a Small Business* (3rd Edition). Pearson, 2013. ISBN: 978-0-133-38057-6.

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. We'll read and watch excerpts from successful and aspiring small business owners, who will share lessons they've learned on their journeys. Small group projects will develop teamwork and networking skills. Concepts from the readings and videos will be discussed, so it is imperative that the required work for each class be completed in advance. Lectures and power point presentations 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. Address your questions during class as time allows.
5. Make time available outside of class to answer additional questions you may have.
6. Give helpful feedback on your assignments.

EXPECTATIONS OF THE STUDENT:

1. Do your part in making this experience valuable for you and your classmates. How do you do that? It's pretty simple, actually. Be in class. Get there on time. Be prepared by finishing the assigned reading and electronic resources before class. Think creatively. Participate actively, both in class in in the online forums. Treat others with respect.
2. Establish reliable access to a computer with internet connection. The library in Atkinson Hall on the Jackson Campus and the student computers on the Maher Campus have these available for you during certain hours of the day. There are also computer resources available on other campuses and in public libraries.
3. Turn in the written work (e.g., assignments, quizzes, and forums) on time. **NO LATE WORK WILL BE ACCEPTED.** Most work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates. NOTE: In the online forums, there will be two due dates: your initial posting will be due at least two days before the forum closes in order to allow your classmates time to write comments on your posting.
4. 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. Please note that I may withdraw any student who does not attend class for two consecutive sessions.
5. Refrain from eating or using electronic devices during class time. You may bring in drinks with closed containers. Also, there will be a break during each class period in case you want to have a snack or check your email.

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: In accordance with JC policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

WITHDRAWAL DEADLINE: If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

INCOMPLETES will be given only in accordance with JC policy. Please note that incompletes are very rare and that the determination of an incomplete is the instructor's decision.

SPECIAL NEEDS : *Students with disabilities are encouraged to contact the office of Learning Support Services at 517-787-0800, extension 8270/8553 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: 01/25/2016