



BUA 122.I50 • Successful Small Business • Winter 2016

FORMAT: Online • **CREDITS:** 3

TIME FRAME: February 8, 2016 through May 8, 2016 **INSTRUCTOR:** Ron Betzig

OFFICE: J.W. Maher Campus (i.e., “North Campus”), Room 111, 3000 Blake Road, Jackson, Michigan 49201. Please send an email to schedule an appointment.

CONTACT INFORMATION: Email betzigronalde@jccmi.edu Phone (517) 768-7097

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

PRIMARY TEXTBOOK: Note--This book is in the campus bookstore, but you may find a used copy cheaper on amazon.com or chegg.com

Longenecker, Justin, et al. *Small Business Management: Launching & Growing Entrepreneurial Ventures (16th edition)*. Mason, OH: South-Western Cengage Learning, 2012.
ISBN-13: 978-1-133-18776-9

READING LIST: You will choose **ONE** of these books and write a review during the course. If you'd like to read a book not listed below, be sure to ask Ron Betzig to approve it as a substitute. You don't have to buy the book; most of these can be found at local libraries:

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.

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

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*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

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.

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. Since this is a fully-online course, many of these materials will be in electronic form, in addition to the texts listed above. Online assignments, quizzes, and forums 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. Make time available to answer questions you may have, either through email dialogue or meeting face to face.
4. Make selective comments in the online forums, but also encourage dialogue among students in the forums.
5. Give helpful feedback on your assignments.

EXPECTATIONS OF THE STUDENT:

1. Carefully study the required reading and electronic resources.
2. Participate actively in class and in the online forums, and treat others with respect...even when you disagree with some of the opinions expressed. I'm happy to report that we've had some interesting disagreements in previous class sessions and forums, but no one has ever made disrespectful remarks.
3. Turn in the written work (e.g., assignments, quizzes, and forums) on time. **NO LATE WORK WILL BE ACCEPTED.** All 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, usually 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. Establish reliable access to a computer with internet connection. The library in Atkinson Hall on the Jackson Campus and the computer labs in the other JC campuses—and in most public libraries--have these available for you during certain hours of the day.

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: 02/03/2016