

Successful Small Business (online course syllabus)

BUA122-150, SPRING 2022

Course Dates: January 10 – February 27, 2022

Instructor: Ron Betzig

Email: betzigronalde@jccmi.edu

Location/Venue: Online

Online office hours: By appointment,
nearly any day

Number of Credits: 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. Requisites: CIS 095, ENG 085, ENG 090, or permission of instructor.

NOTE: This is a fast-paced, intensive, seven-week online course. It is imperative that you turn in all work on time. Please see specific due dates in our JetNet course site.

Course Goals/Objectives/Outcomes

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The course objectives addressed in this class include the following:

- 1) Identify at least one challenge of maintaining integrity in a small business.
- 2) Identify at least one strategy for innovative thinking and discuss how this strategy has been applied in a real setting.
- 3) Perform a SWOT analysis on your current business idea.
- 4) Discuss the importance of analyzing financial trends for a small business.
- 5) Describe at least one customer service strategy and evaluate the effectiveness of that strategy.
- 6) Describe at least one method for improving the cash flow of small business and evaluate the effectiveness of that strategy.

Textbooks/required resources:

- 1) Cengage's MindTap online resources for this course include an electronic copy of the textbook: Longenecker, Justin, et al. **Small Business Management: Launching & Growing Entrepreneurial Ventures (18th edition)**. Mason, OH: South-Western Cengage Learning. ISBN: 9781305405745, published 2017.
NOTE: A link to the electronic copy of the textbook and other resources from Cengage can be found near the top of our course's home page in JetNet.
- 2) **BOOK REVIEW:** 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 either in electronic form or paper form for check-out. Be sure to get the book early in the course in case it will take a few days for the library to get the book to you:

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

Carnegie, Dale. *How to Win Friends and Influence People*. Pocket Books, 1998. ISBN: 978-0671027032.

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

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

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

Dyer, Jeff, Gergersen, Hal, and Christensen, Clayton M. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. Harvard Business School Publishing, 2011. ISBN: 9781422134818.

Haudan, Jim. *The Art of Engagement: Bridging the Gap Between People and Possibilities*. New York: McGraw-Hill, 2008. ISBN: 9780071544856.

Johnson, Ken. *The Simple Plan*. Grand Legacy, 2020. ISBN: 978-1734989205

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

Key, Stephen. *Sell Your Ideas with or without a Patent*. CreateSpace Independent Publishing Platform, 2015. ISBN: 978-1507885734

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.

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

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

Course Structure

For this online course, all work will be submitted in Jackson College's JetNet Course Management System. Please note that we will also utilize Cengage's MindTap system for access to the electronic textbook and other resources that you will need to reference as you complete work in JetNet. In JetNet, successful and aspiring entrepreneurs will share words of wisdom by way of recorded videos. Concepts from the readings and videos will be discussed in the online forums, and short assignments will apply the concepts to your particular situation. ***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.

Grading Procedure

Quizzes	20%
Online Forums	40%
Individual Assignments	40%

Grading Scale

GPA	GRADE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Please note that the above figures are thresholds; for example, a percentage of 71.9% is below the threshold of 72% and therefore receives the grade 1.5.

You can view your grades on individual items during the course in the “My Grades” section of the “Student Dashboard” in JetNet.

Failure

Failure will result when an insufficient amount of work is submitted on time, or when the work does not adequately meet the requirements given in the instructions. Per Jackson College policy, a student will be dropped from the course if they do not submit work by the first due date or do not submit work for two consecutive weeks. Failure can also result when a student does not adhere to Jackson College policies, including academic honesty, as outlined below:

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources. Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization. Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical

Allowing your work to be submitted by others.

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson

College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#). If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Course Management

If you decide to withdraw from the course, be sure to check the Jackson College website and consult with your Navigator regarding the permitted dates to drop/add courses and the associated financial consequences.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline

Makeup Policy: Incompletes

Incomplete grades will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that it is the instructor's decision whether an incomplete grade will be given.

Contacting the Instructor

The instructor will only respond about course information to students using their JC email address. Please include the class title and section number in the subject line:

BUA122.SPR2022

Help: Academic Advising

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester. Please e-mail JCCSS@jccmi.edu or visit the [Accommodations for Students with Disabilities](#) web page at any time during the course.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline

Expectations of the Student

1. Establish reliable access to a computer with internet connection.
2. Carefully study the required reading and electronic resources.
3. Participate actively in an ongoing dialogue with the instructor through email and JetNet forums.
4. Turn in the written work (e.g., assignments, quizzes, forums, and the final video) 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.

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. Maintain a dialog with students in the online format.
4. Give helpful feedback on your assignments.

Course Calendar: The timing and content in this calendar is subject to change.

UNIT #	CHAPTERS IN TEXTBOOK	TOPICS	DUE DATES
1	1-4	-Course Introduction -The Entrepreneurial Life -Integrity, Ethics -Starting a Small Business -Franchises and Buyouts	Jan 16
2	5-7	-Family Business -Business Planning -Marketing Planning	Jan 23
3	8-10	- Organizational Planning -Location Planning -Financial Statements	Jan 30
4	11-13	-Financial Forecasting -Sources of Financing -Planning for the Harvest	Feb 6
5	14-17	-Building Customer Relationships -Product Development and Supply Chain -Pricing and Credit Decisions -Promotional Planning	Feb 13
6	18-19	-Global Issues -Professional Management	Feb 20
7	20-23	-Managing Human Resources -Managing Operations -Managing Assets -Managing Risk	Feb 27

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: 5JAN2022