

JACKSON COLLEGE DEPARTMENT OF BUSINESS

SUCCESSFUL SMALL BUSINESS • BUA 122.I50 • FALL 2013

CREDIT AVAILABLE: 3.0

FORMAT: Online course

TIME FRAME: 16 weeks beginning August 26, 2013 and ending December 15, 2013.

INSTRUCTOR: Pamela Morgan, Esq.

CONTACT INFORMATION:

Email: morganpamelad@jccmi.edu

Please Note: Email is the best way to contact me. I will do my best to respond within 48 hours. If you visit Chicago I will be happy to meet with you in person at a mutually convenient time. Otherwise, we can chat online, video call, exchange email messages, or arrange a phone call. Should you need to contact me by phone you may call or text my cell phone at (248) 231-0715. Please use the phone option only if absolutely necessary. When leaving voicemail messages please be sure to include your name, the course name, your phone number, and the best time to return your call. If you need to contact me in an emergency situation, please text or call or send an email to pam@elientrepreneur.com. Finally, please remember I am often in Chicago, which is in the Central time zone. The Central time zone is one hour earlier than the Eastern time zone.



REQUIRED TEXT:

Small Business Management: Launching and Growing Entrepreneurial Ventures, 16th Edition, South-Western Cengage Learning, Justin G. Longenecker; J. William Petty; Leslie E. Palich; Frank Hoy, 2014
ISBN-10: 1-111-53287-7
ISBN-13: 978-1-111-53287-1

Note: With purchase of text there is a free student companion website.

COURSE DESCRIPTION:

This course is designed for existing or potential owners and/or managers of a small business. Students examine the nature of small business and the factors that contribute to the success of a business. Topics include entrepreneurial opportunities, creation of a business plan, managing, financial management, inventory control/purchasing, legal issues, niche marketing, location, ethics, and how to avoid business failure.

COURSE OBJECTIVES:

The Board of Trustees of Jackson 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

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, but not respond to every posting in this format.
4. Make ample time available outside of class to answer additional questions you may have.
5. Give helpful feedback regarding your work. To receive feedback prior to the deadline please submit your work to me via email no later than 48 hours prior to the deadline. Details are posted in the online course.

EXPECTATIONS OF THE STUDENT:

1. Carefully study the required materials and submit your assignments on time. No late work will be accepted.
2. Do your part in making this experience valuable for you and your classmates. How do you do that? It's pretty simple, actually. Be prepared. Think creatively. Participate actively. Treat others respectfully. Ask questions early!
3. Establish reliable access to a computer with internet connection. The library in Atkinson Hall has these available for you at certain hours of the day. There are also internet connections available at other JCC campuses as well as local libraries. Check the calendars of the relevant organizations if you plan to use these resources.

GRADING PROCEDURE: Your final grade will be composed of the following weighted elements, as shown below:

Quizzes: (one quiz per chapter)

Practical Exercises: (numerous exercises per chapter)

Module Exams: (timed exams)

Final Exam: (cumulative) 15%

Specific details relating to the weighted elements will be posted on JetNet. The instructor reserves the sole right to modify the weighted elements during the course as necessary.

GRADING SCALE: 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.

COURSE STRUCTURE: This course will be comprised of Content Modules and one Final Exam. **Modules:** Each Module will cover 2-4 chapters of material. For each chapter within each module, you will complete a quiz and a practical exercise. In addition to the chapter work there will be a module exam, which is cumulative and covers all material in the module. Final: The final exam will be cumulative and will cover all materials during the course. Details and deadlines will be posted on the JetNet course.

A variety of methods will be used to enhance your understanding of business law. Forums will develop teamwork and networking skills. Concepts from the textbook and other readings will be discussed and analyzed, so it is imperative that the required reading be completed on time. Readings and cases will illustrate current issues in business law and provide insight into the legal challenges faced by individuals and institutions and strategies for overcoming these challenges. This course will be interactive—as *with any organization, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments, examinations and/or projects, quizzes, and questionnaires will be graded.

HQV GRADING: At three times during the semester, the instructor is required to enter a “grade” of H, Q, or V for each student enrolled in the course. **The dates for this course are as follows: August 31, September 16, and October 13.**

H indicates that the student needs help to be successful in the course. Student services will contact each student earning an H. Q indicates that the student is not participating and the instructor assumes the student has unofficially withdrawn from the course. Students earning a Q will be dropped from the course. V indicates that the student is delivering college level work on time and regularly participating in the course.

SPECIAL POLICIES

- **ACADEMIC HONESTY:** In accordance with JCC 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:** A grade of incomplete will be given only in accordance with JCC policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.
- **MODIFICATION OF COURSE ELEMENTS:** Rarely, changes to course elements including assignments, due dates, and even the syllabus become necessary. Therefore, the instructor reserves the right to revise any element of the course at any time and at the instructor's sole discretion.
- **SPECIAL NEEDS STUDENTS:** Students with disabilities who believe they need accommodations are encouraged to contact the Office of Learning Support Service at 517-787-0800, extension 8270/8553 as soon as possible to ensure that such accommodations are implemented in a timely fashion.