

EL CAMINO COLLEGE COMPTON CENTER

Spring 2012 / February 11, 2012 to June 8, 2012

Course # BUS 24 Section Number: 9507 Title: Introduction to Small Business Entrepreneurship

Instructor: Dovard Ross, MBA

El Camino College Mission statement: The mission of El Camino College is to meet the educational needs of our diverse community and ensure student success by offering quality comprehensive educational opportunities.

Instructor Contact Information

Lecture Meeting Days: Mon & Wed

Phone: (310) 900-1600, Ext. 2459

Lecture Times: 11:00 am to 12:25 pm

Instructor's Office Location: VT 114

Lecture Meeting Room: 131

Office Hours: Tuesday and Thursday
12 pm to 2:30 pm

Units: 3 Units

E-Mail: dross@elcamino.edu

Web Site: Located on the Faculty & Staff
Link at www.compton.edu

I. Required Text:

Title of Text: Small Business Management / Launching & Growing
Entrepreneurial Ventures

ISBN and Publisher: ISBN: 978-1-133-18776-9 – SOUTH-WESTERN
Cengage Learning

Author's Name: Longenecker, Petty, Palich, and Hov

Edition: Sixteen

Optional Text

Requirement: None

Supplemental Materials: Students will need access to MS Word and the Internet
for some exercises.

Methods of Delivery: Face-to-face and Etudes @ (www.myetudes.org)

II. Course Description:

This course is designed to provide a systematic approach to planning, developing, and operating a small business. Students will focus on building the entrepreneurial skills needed to initiate and manage business ventures. The course will emphasize developing the expertise needed to analyze consumer and business trends and to use this information in planning and developing a business venture. Areas of concentration include the principles of developing new products, acquiring financing, drafting a business plan, advertising, taxation, accounting, and legal forms of organizations.

III. Course Prerequisites:

Recommended Preparation: eligibility for English 28

IV. Course Objectives:

Students will learn the following:

1. Examine and analyze small business strategies that maximize entrepreneurial opportunities.
2. Assess the international market for global opportunities.
3. Compare and contrast investment opportunities for creating a new business and buying an existing business.
4. Create a business plan for a small business ventures.
5. Evaluate the legal forms of organizations such as sole proprietorship, partnership, and corporation options.
6. Project financial requirements and analyze financial statements such as income statements, balance sheets, and cash flow statements.
7. Assess and evaluate the social and ethical issues that impact a business enterprise.

V. Student Learning Outcomes: Upon completion of the course, students should demonstrate the following skills:

The SLOs for this class are being revised.

VI. Assessment Activities:

- A. Problem solving demonstrations (computational or non-computational)
- B. Examination on the materials covered
 1. Multiple Choice/True or False
 2. Mathematical Word Problems

VII. Evaluation Criteria

Teaching Methods and Methods of Evaluation:

- A. Lectures: Important material from the text and outside sources may be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Online classroom discussion is encouraged as is student-procured outside material relevant to topics being covered.
- B. Assignments: End of chapter activities may include: Key; Discussion Questions; You Make the Call; and Experiential Exercises. Your term paper, the Business Plan, is also a key factor in the Evaluation Criteria.
- C. Quizzes: Five quizzes will be given; (Q1) Entrepreneurship: A World of Opportunity, covering Chapters 1 and 2; (Q2) Starting from Scratch or Joining

- and Existing Business, covering Chapters 3 through 5; (Q3) Developing the New Venture Business Plan (1), covering Chapters 6 through 10; (Q4), Developing the New Venture Business Plan (2), covering Chapters 11 through 13; (Q5), Focusing on the Customer: Market Growth Strategies, covering Chapters 14 through 18.
- D. Participation: Student participation will be graded by the level of class participation and attendance. Some of the characteristics of effective class participation are:
1. Are the points that are made relevant to the discussion in terms of increasing everyone's understanding, or are they merely regurgitation of case facts?
 2. Do your comments take into consideration the ideas offered by others earlier in the class, or are the points isolated and disjointed? The best contributions following the lead off tend to be those, which reflect, not only excellent preparation, but good listening, and interpretative and integrative skills as well.
 3. Do your comments show evidence of a thorough reading and analysis of the case?
 4. Does the participant distinguish among different kinds of data; that is, facts, opinions, assumptions, and inferences?
 5. Is there a willingness to test new ideas or are all comments cautious/"safe"?
 6. Is the participant willing to interact with other class members by asking questions or challenging conclusions?
- E. Outstanding Contributor: Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide one or more major insights, as well as, direction for the class. Arguments, when offered, are well substantiated and persuasively presented. If this person were not a member of the class, the quality of the discussions would be diminished significantly.
- F. Good Contributor: Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and sometimes direction for the class discussion. Arguments, when presented, are, generally, well substantiated and are often persuasive. If this person were not a member of the class, the quality of the discussion would be diminished considerably.
- G. Adequate Contributor: Contributions in class reflect satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights, but seldom offer a major new direction for the discussion. Arguments are

sometimes presented, and are fairly well substantiated and sometimes persuasive. If this person were not a member of the class, the quality of the discussions would be diminished somewhat.

- H. Non-participant: This person has said little or nothing in this workshop or class. Hence, there is no adequate basis for evaluation. If this person were not a member of the class, the quality of the discussions would not be changed.
- I. Unsatisfactory Contributor: Contribution in class reflects inadequate or non-existent preparation. Ideas offered are seldom substantive; provide few, if any, insights; and rarely provide a constructive direction for the class discussion. Integrative comments and effective arguments are completely absent. Class contributions are, at best, “time fillers” efforts to make isolated, obvious, or confusing points. If this person were not a member of the class, valuable class time would be saved.

VIII. Grading Scale

Grade	Criteria	Points	Activities and the Percent Weight of Your Grade	Possible Points
A	Far exceeds the standard	.GT. 900	End of Chapter Activities 18 at 10 points each (16%)	180
B	Exceeds the standard	825 to 899	Five Quizzes at 60 points each (27%)	300
C	Met the standard	700 to 824	Participation 18 Weeks at 10 points per week (16%)	180
D	Barely met the standard	600 to 699	Critical Thinking Case Studies 3 at 50 points each (14%)	150
F	Did not meet the standard	.LT. 600	Term Paper Student’s “Personal Business Plan” (27%)	300
			Totals	1110

IX. Attendance Requirements:

A. Attendance at first class

Students who enroll in class but do not attend the first scheduled class meeting may be dropped from the roster. A student who registers for a class and never attends is still responsible for dropping the class.

B. Attendance without official enrollment

Students will not be permitted to attend classes in which they are not enrolled.

C. Attendance during semester

A student may be dropped from class when the number of hours absent exceeds the number of units assigned to the course. If your absences and tardiness exceed the unit value of the course, you can be dropped. This rule also applies to excessive absences due to illness or medical treatment.

D. Absence/Tardy/Drop Policy

If you look in the College catalog you will see that regular attendance is expected of every student. The catalog also states that a student can be dropped from the class when absences exceed the number of units assigned to the course. My policy is as follows: if a student misses three classes, the student may be dropped or his or her letter grade for the class lowered even if the student and the instructor have made prior arrangements. Coming in late (more than 30 minutes is counted as an absence) or leaving early is counted as ½ an absence. Twice tardy equals an absence. Please do not schedule appointments or errands that will interfere with F2F class time. The bottom line is you registered to be in the classroom, so make the most of your time, enjoy, open your mind and share some of your perspective along the way.

All absences are counted: there are **no excused or unexcused absences**; therefore, no notes from doctors, etc. are needed.

X. Statement of Student Conduct:

A. Instructor expectation of student conduct ¹

Conduct at El Camino College must conform to the laws of the State of California, District Policies, and campus rules and regulations. The El Camino College faculty, staff and administration are dedicated to maintaining an optimal learning environment; the standards of behavior as outlined in this policy are essential to the maintenance of a quality college environment. These standards will apply to all students on campus, other college property or while attending any college-sponsored event. Violation of such laws, policies, rules and regulations or behavior adversely affecting suitability as a student, will lead to disciplinary action. Disciplinary actions as noted in Section II, may be taken against any person who engaged in behavior defined as misconduct as listed in Section B.

B. Late/Missed assignment policy

Late work will not earn the full points possible. Students will lose two points for each day the assignment is late. Assignments must be submitted by the

¹ Please refer to Board Policy 5500 Standards of Student Conduct at www.elcamino.edu

end of the workshop. No assignments will be accepted after the end of the final class meeting. **THERE ARE NO EXTRA CREDIT ASSIGNMENTS.**

C. Academic conduct, cheating, plagiarism

Classroom Misconduct

1. Dishonesty, including but not limited to cheating, plagiarism or knowingly furnishing false information to the College.
2. Forgery, alteration, or misuse of college documents, records, or identification.
3. Violation of college policies or off -campus regulations, including but not limited to campus regulations concerning student organizations, the use of college facilities, or time, place, and manner of public expression.
4. Continued disruptive behavior, continued willful disobedience, profanity or vulgarity, or continued defiance of the authority of, or abuse of, college personnel or to anyone on campus.
5. Willful misconduct which results in injury or death to a student or college personnel.
6. Assault, battery, sex crimes including sexual assault or rape, or any threat of force or violence upon a student or college personnel.
7. Sexual harassment which includes unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.
8. Obstruction or disruption of teaching, research, administration, disciplinary proceedings, or other authorized college activities including but not limited to its Community service functions or to authorized activities held off campus.
9. Obstruction or disruption includes but is not limited to the use of skateboards, bicycles, radios, and roller skates.
10. Unauthorized entry to or use of college facilities, equipment or supplies.
11. Theft or deliberate damage to property of a college staff member, a student, or a visitor to the college including but not limited to the Library, Bookstore, and Food Service areas.
12. Defacing or damaging any college real or personal property.
13. Failure to comply with the directions of a member of the college certificated personnel, college management or supervisor personnel, or campus police acting within the scope of his or her duties.

D. Cheating or Plagiarism Policy

This policy applies to all forms of dishonesty, including but not limited to cheating, plagiarism or knowingly furnishing false information to the college.

1. Examples of Cheating

- a. Falsifying or attempting to falsify attendance records and/or grade rosters;
- b. Changing answers on a previously scored test, assignment or experiment with the intent to defraud;
- c. Inventing data for the purpose of completing a laboratory experiment or case study analysis with the intent to defraud;
- d. Giving and/or taking information during an examination by any means such as sign language, hand signals or secret codes;
- e. Obtaining copies of notes, exams or exam questions by any means other than distribution from the instructor. (This includes copying and removing exam questions from the classroom for any purpose.);
- f. Using study aids such as calculators, tape recorders or notes that have been specifically prohibited by the instructor.

2. Examples of Plagiarism

- a. Representing the words, ideas or work of another as one's own in any academic exercise (plagiarism), including the use of commercial term paper companies;
- b. Copying or allowing another student to copy from one's paper or answer sheet during an examination;
- c. Allowing another individual to assume one's identity for the purpose of enhancing one's grade in any of the following: testing, field trips or attendance;
- d. It is plagiarism to go to the Internet, find an article, copy it to the clipboard and then drop it into your word processor. Listing the article as a reference on the last page will not cover you. This is plagiarism.

3. Avoiding Plagiarism

- a. There are a few things that you can do that will help you to avoid being charged with academic dishonesty. Please note the following:
- b. Anytime that you use the words *or ideas* of another person without giving credit, it is considered plagiarism, **WHETHER YOUR ACTIONS ARE INTENTIONAL OR NOT!**
- c. Differences between direct and indirect quotes:
 - 1). Direct Quotes: Includes the exact wording from the source.

- 2). Indirect Quotes: Summarizes or paraphrases the content from the source.
- d. Punctuation requirements: ALL word-for-word quotations MUST be placed in quotation marks.
- e. Exception to the rule: Common Knowledge – if the same information can be found in three or more sources and those sources do not cite an earlier source, the information is considered common knowledge. Also, commonly known facts (e.g., Washington, D.C. is the capital of the U.S.) do not need a citation, even if you had to look them up.
- f. When in doubt, **CITE**.

E. Consequences for Cheating or Plagiarism

Given alleged violation of the Standards of Conduct, any or all of the following actions may be imposed:

1. When there is evidence of cheating or plagiarism in classroom work, students may receive an F for that piece of work or may be suspended from all classes for that term and the following term if deemed appropriate.
2. The instructor may assign a failing grade to the examination or assignment in which the alleged cheating or plagiarism occurred. This action is based on information that the instructor had.
3. The instructor may dismiss the student from the class or activity for the present and/or following class session(s)
4. The instructor may recommend suspension or expulsion of the student from the college as stipulated in BP5138, Section IIB6 and 8. This recommendation must be in accordance with El Camino College's Due Process and Disciplinary Procedures.
5. The instructor will complete the Academic Dishonesty Report Form and submit it to the Academic Affairs Office.

F. Policy regarding audio taping of lectures

Electronic Devices, Food or Drinks in Class: Usage of cellular phones, PDAs, CD players, radios, and similar devices are prohibited in the classroom and laboratory facilities. Calculators and computers are prohibited during examinations and quizzes, unless specified. Reasonable laptop-size computers, tablet PC's and recording devices may be used in lecture for the purpose of taking notes. **Absolutely no food or drinks (open containers are allowed at your workstation.)**

G. Policy Regarding Non-students in Class

Attendance in class is limited to officially enrolled students and authorized visitors or guests. In addition, students must not allow children to be left

unsupervised or unattended anywhere on campus. Children are not permitted in classrooms while class is in session.

XI. Special Accommodations:

Students with disabilities who believe they may need accommodations in this class are encouraged to contact the Special Resource Center located in room F-10 as soon as possible to better ensure such accommodations are implemented in a timely fashion. Also, please contact the instructor privately to discuss your specific needs.

XII. Disclaimer Statement:

Students will be notified ahead of time when and if any changes are made to course requirements or policies

XIII. Semester schedule of topics and assignments are shown in the following chart:

Note: *This class meets on Monday and Wednesday, from 1:15 pm to 2:40 pm in Room VT 131. The first class meeting will be Monday, February 13, 2011.*

Etudes: Although this is not an online class, Etudes will be used as a delivery system in this class. If you have not previously accessed Etudes, a class management system, your username is the same username for MyECC; but your password is your birthdate, month and day, in this format: MMDD. In addition to your assignments and quizzes, you are able to send Private Messages to me or your fellow classmates.

End-of-Chapter Assignments will be posted on myetudes.org no later than 11:55 pm, Monday, the day of the class meeting, with the due dates and assigned points. We will discuss this in more detail during our orientation.

Weeks	Activities
<p>WEEK 1 2/13 to 2/19</p>	<p>Orientation: Review of the Syllabus, Etudes, and Setting expectations</p> <ul style="list-style-type: none"> • Student to instructor • Instructor to student <p>PART ONE – Entrepreneurship: A World of Opportunity</p> <p>Lectures on:</p> <ol style="list-style-type: none"> 1. Chapter 1: The Entrepreneurial Life 2. Chapter 2: Integrity and Ethics: Foundations for Success in Small Business
<p>WEEK 2 2/20 to 2/26</p>	<p>PART TWO – Starting From Scratch or Joining an Existing Business</p> <p>Lecture on:</p> <p>Chapter 3: Starting a Small Business</p>
<p>WEEK 3 2/27 to 3/4</p>	<p>Lectures on:</p> <p>Chapter 4: Franchises and Buyouts</p> <p>Quiz 1 on Entrepreneurship: A World of Opportunity</p>
<p>WEEK 4 3/5 to 3/11</p>	<p>Lectures on:</p> <p>Chapter 5: The Family Business</p>
<p>WEEK 5 3/12 to 3/18</p>	<p>PART THREE – Developing the New Venture Business Plan</p> <p>Lectures on:</p> <p>Chapter 6: The Business Plan: Visualizing the Dream</p> <p>Quiz 2 on Starting From Scratch or Joining an Existing Business</p>
<p>WEEK 6 3/19 to 3/25</p>	<p>Lecture on:</p> <p>Chapter 7: The Marketing Plan</p>
<p>WEEK 7 3/26 to 4/1</p>	<p>Lecture on:</p> <p>Chapter 8: The Organizational Plan: Teams, Legal Structures, Alliances, and Directors</p>
<p>WEEK 8 4/2 to 4/6</p>	<p>Lectures on:</p> <p>Chapter 9: The Location Plan</p> <p>Chapter 10: Understanding a Firm’s Financial Statements</p>

4/7 to 4/13	Spring Break
WEEK 9 4/16 to 4/22	Quiz 3 on Starting From Scratch or Joining an Existing Business (1) Lecture on: Chapter 11: Forecasting Financial Requirements
WEEK 10 4/23 to 4/29	Lecture on: Chapter 12: A Firm's Sources of Financing
WEEK 11 4/30 to 5/6	Lecture on: Chapter 13: Planning for the Harvest
WEEK 12 5/7 to 5/13	PART FOUR – Focusing on the Customer: Marketing Growth Strategies Lecture on: Chapter 14: Building Customer Relations Quiz 4 on Starting From Scratch or Joining an Existing Business (2)
WEEK 13 5/14 to 5/20	Lecture on: Chapter 15: Product Development and Supply Chain Management
WEEK 14 5/21 to 5/27	Lecture on: Chapter 16: Pricing and Credit Decisions
WEEK 15 5/28 to 6/3	Lectures on: Chapter 17: Promotional Planning Term Paper: Your Business Plan is due
WEEK 16 6/4 to 6/7	Chapter 18: Global Opportunities for Small Business Quiz 5 on Focusing on the Customer: Market Growth Strategies

Spring 2012 Calendar	Days and Dates
Spring Semester Classes Begin	Saturday, February 11, 2012
Weekday Classes Begin	Monday, February 13, 2012
Washington's Day Holiday (Campus Closed)	Monday, February 20, 2012
Last Day to Challenge Residency Status for Current Semester	Friday, February 24, 2012
Last Day to Add (Full Semester Classes)	Friday, February 24, 2012
Last Day to Drop and be Eligible for Enrollment Fees	Friday, February 24, 2012
Last Day to Apply for Graduation and Certificates (1:00 pm)	Thursday, March 1, 2012
Last Day to Drop Without Notation on Permanent Record	Friday, March 9, 2012
Spring Recess (Faculty and Students)	Saturday-Friday, April 7-13, 2012
Mid-Term Classes Begin	Saturday, April 14, 2012
Last Day to Drop with a "W"	Friday, May 11, 2012
Memorial Day Holiday – Campus Closed	Monday, May 28, 2012
Commencement	Thursday, June 7, 2012
Spring Semester Ends	Friday, June 8, 2012