

Course name: SPECIAL TOPICS IN SMALL BUSINESS Number: BUSG 1392

COURSE MASTER SYLLABUS

MANAGEMENT DEPARTMENT

CIP CODE AREA: 52.0701

COURSE LEVEL: Advanced (Sophomore Level)

COURSE NUMBER: BUSG 1392 (WECM Course)

COURSE TITLE: Special Topics in Small Business (REAL)

*We are licensed to teach this course through REAL Enterprises, 115 Market St. Ste 320,
Durham, NC 27701-3221 (919) 688-7325*

CREDIT HOURS: 3; **LECTURE HOURS:** 3; **LAB HOURS:** 0

PREREQUISITE: None

METHOD OF PRESENTATION: Three hour lecture/discussion each week.

COURSE DISCRIPTION: Real is a hands-on activity based course that develops entrepreneurial traits, knowledge, and skills and guides participants through the process of planning, creating, and operating small businesses of their own design. Through discussion, computer templates, journaling, and experiential exercises, the student learn skills like planning and budgeting, the ability to present ideas effectively in written and oral presentations, knowledge about oneself and one's community, and ethical considerations of starting and running a business. Students prepare and present a comprehensive business plan. (SCANS, 1,2,3,4,5,6,7,8)

REQUIRED TEXTBOOKS/ MATERIALS:

Title: An Entrepreneur's Plan; REAL workbook from REAL, N.C

Author: Ryan, Eckert, Ray

Publisher: Harcourt Brace, 6th edition

ISBN: 0030335876

SCANS (SECRETARY'S COMMISSION ON ACHIEVING NECESSARY SKILLS):

Course SCANS Competencies for

Course name: SPECIAL TOPICS IN SMALL BUSINESS Course number: BUSG 1392

Please go to <http://phred.dcccd.edu/~ttg/syllabi/scans.htm> for a complete definition and explanation of SCANS. This list summarizes the SCANS competencies addressed in this particular course.

RESOURCES	INTERPERSONAL	INFORMATION	SYSTEMS
1.1 Manages time 1.2 Manages money 1.3 Manages material & facility resources 1.4 Manages Human Resources	2.1 Participates as a member of a team 2.3 Serves clients/customers 2.4 Exercises leadership 2.5 Negotiates to arrive at a decision	3.1 Acquires and evaluate info 3.2 Organizes & maintains info 3.3 Uses computers to process information	4.1 Understands systems
TECHNOLOGY	BASIC SKILLS	THINKING SKILLS	PERSONAL QUALITIES
5.2 Applies technology to task	6.1 Reading 6.2 Writing 6.3 Arithmetic 6.4 Mathematics 6.5 Listening 6.6 Speaking	7.1 Creative Thinking 7.2 Decision Making 7.3 Problem Solving 7.4 Mental Visualization 7.6 Reasoning	8.1 Responsibility 8.2 Self-esteem 8.3 Sociability 8.4 Self-Management 8.5 Integrity/Honesty

INSTRUCTIONAL METHODOLOGY: See specific instructor's syllabus

COURSE RATIONALE:

COMMON COURSE LEARNING OBJECTIVES:

This course guides students through the process of:

- self-assessment to determine students' potential and existing marketable strengths
- community analysis to identify needs and trends in the local economy
- research and writing of a comprehensive business plan
- start-up support

Three internal instruments are used by REAL to document student activity: the participant demographic survey, the participant experience inventory, and the end of class survey.

SKILLS: This course gives students opportunities to develop skills which increase their likelihood of success as entrepreneurs and which better equip them for life and the world of work, regardless of their ultimate career choices. These skills include:

LIFE SKILLS: abilities related to living an effective and successful life

- a. critical and creative thinking
- b. working effectively with others
- c. problem-solving
- d. communication
- e. understanding the world
- f. operating effectively within organizations
- g. personal empowerment and effectiveness
- h. using numbers, data, and technology
- i. business effectiveness

OPPORTUNITY IDENTIFICATION: the ability to recognize favorable circumstances

OPPORTUNITY EVALUATION: the ability to measure and analyze opportunities for their feasibility and practicality, including:

- a. self-assessment
- b. community analysis
- c. industry analysis
- d. market analysis
- e. financial analysis

OPPORTUNITY REALIZATION: the skills required to seize existing opportunities, including:

- a. opening the enterprise
- b. managing time and resources
- c. getting and keeping customers
- d. managing assets
- e. operating legally and ethically

KNOWLEDGE: increases knowledge in the following key areas:

- a. Entrepreneurship - the realities of owning and operating a small business
- b. Self - personal attributes, attitudes, needs, goals, and capacities, as they relate to career choice
- c. Planning - effective planning strategies and processes
- d. Business - marketing, operations, and financial management
- e. Legal Requirements - permits, licensing, taxes, and other legal and ethical requirements

PRODUCTS: students create a number of products, including:

- a. Journal - a documentation and evaluation tool which chronicles the process of analyzing self and the community, planning an enterprise, and writing a business plan
- b. Oral presentation - several opportunities for oral presentations which culminate in the presentation of the business plan

- c. Business Plan - a comprehensive and substantive document which addresses an identified business or community need, is based on research of the local community, and is written for a significant enterprise, including for-profit and non-profit ventures and projects
- d. Viable Ventures - businesses, community services or projects which students implement themselves or offer (in the form of completed business plans) to other entrepreneurs, agencies, or organizations for implementation.

Introduction

- I. Introduction to REAL
 - Entrepreneurship
 - Introduction to Business
 - Planning

Planning to Plan

- I. Self-Assessment
 - Individual Inventory
 - Goal setting
 - Personal Budget
 - Finding a Niche
 - Community Analysis
 - Business/Industry Analysis
 - Trend Analysis
 - Business Idea Research
 - Product Development
 - Introduction to Financial Concepts
 - Cash Flow
 - Breakeven Analysis

MILESTONE: CHOICE OF A BUSINESS IDEA

Assembling the Business Plan

- I. Products and Services
 - Market Feasibility
 - Industry Analysis
 - Target Market
 - Customer Profile
 - Competition
 - Initial Sales Forecasting
 - Financial Feasibility
 - Personnel Costs
 - Location Costs
 - Product Costs
 - Operating Expenses
 - Marketing
 - Product
 - Price
 - Place
 - Promotion
 - People

Operations
Management & Personnel
Customer Service
Legal Structure
Operating Procedures
Location and Layout
Renovations and Capital Equipment
Taxes, Licenses, and Insurance
Key People
Financials
Cash Flow with assumptions
Breakeven Analysis
Personal Financial Statement
Risk Factors
Executive Summary

MILESTONE: FIRST DRAFT OF BUSINESS PLAN

Revision and Presentation
Editing the Written Plan

MILESTONE: SECOND DRAFT OF BUSINESS PLAN

Public Speaking
Presentation of Business Plan

MILESTONE: DECISION TO GO FOR IT!

Open for Business

COMMON COURSE LEARNING OUTCOMES:

GRADING SYSTEM:

COURSE POLICIES: Departmental policies for Incompletes, Attendance, and Withdrawal are as follows:

Incomplete Policy: An incomplete (I) will be granted to a student in rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

Attendance Policy: All students are expected to attend classes. Non-attendance will have an impact on the student's grade.

Withdrawal Policy: It is the student's responsibility to withdraw from a course. Instructors are allowed to withdraw students but students must not rely on their instructor to withdraw them if they wish to withdraw.

Austin Community College policies for Academic Freedom, Scholastic Dishonesty, Student Discipline, and Students with Disabilities are as follows:

Academic Freedom Statement: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Scholastic Dishonesty Statement: Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework” (Student Handbook, 2002-2003, p. 32). Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

Student Discipline Statement: Classroom behavior should support and enhance learning. Behavior that disrupts the learning process will be dealt with appropriately, which may include having the student leave class for the rest of that day. In serious cases, disruptive behavior may lead to a student being withdrawn from the class. ACC's policy on student discipline can be found in the Student Handbook, 2002-2003, p. 32.

Students with Disabilities Statement: Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester” (Student Handbook, 2002-2003, p. 14).