Small Business Planning  
MNGT 284  
Course Syllabus  
Summer 2008

Instructor: Dr. Paul L. Gerhardt, Ph.D.  
Office: C-524 (WAOL—Pierce College)  
Class Time: (Weekly) ONLINE (June 12 through August 13, 2008)  
Classroom: WAOL  
Office Hours: M-F by appointment  
Phone: 253-964-6429  
Email: pgerhardt@pierce.ctc.edu  

Other Required Materials:  

Course Objectives: Upon successful completion of this course, a student will be able to:  
• Identify and explain the advantages and disadvantages of small business ownership.  
• Develop a preliminary business plan including business description, product strategy, legal requirements, market analysis, marketing plan, organizational structure, and financial plan.  
• Research a small business opportunity using a variety of information sources.  
• Identify various elements that distinguish a successful business plan from an unsuccessful business plan including professional appearance, complete content, accurate data, and funding contingencies.  
• Describe the interdependent relationship of various business functions related to small business including marketing, finance, and business operations.  
• Demonstrate personal responsibility and accountability by attending class, actively participating, and meeting time commitments.

Assignments: Assignments are expected on the date they are due (e-mail as a Word attachment if specified to do so or post in assignment section of courseroom weekly—as assigned). Late assignments will be accepted, but will result in ½ credit only. This policy is in place to encourage personal responsibility - a quality greatly desired by employers in today’s workplace. Class starts on Sunday at 12AM and ends the following-immediate Saturday by 11:59PM, unless otherwise stated by the instructor.
Each student is expected to log into the courseroom several times weekly—Sunday through Saturday and read the comments and questions from each student and the instructor.

**Expected postings.** Each student is expected to respond in your own words to every discussion question with a minimum of one paragraph (more than three sentences) supported by information from the assigned textbook and supplemental information from the internet and library resources for every question. Students must show a clear understanding of the assigned reading through each of their postings, comments and responses. Failing to do so will result in point deductions.

**Student responses.** Every student is also expected to read every posting by each student and respond to a minimum of two other students for each question—showing that they understand and agree or disagree with the student’s perspective. Responses must show critical thinking and academic thought. This means, responses are more than, “I agree with you” or “I disagree”. You must tell why you agree or disagree and give other (researched citations) information that supports your viewpoint.

**Quarter Project and Presentation:**

**Develop and Present:**
Student will individually research and build a business plan that could successfully be used in applying for a loan at a bank and must also consisted of all necessary components to feasibly build a competitive business—to be approved by the instructor before research begins. Information within the business plan must be formatted paper according to samples from the required software and textbook. It must be a minimum of eight (8) typed double-spaced pages (no less) of text (cover page and reference pages do not count toward page count) and be of college-level writing (free of grammatical and spelling errors) as described in this syllabus. Font must be either Times New Roman or Arial (12 point). Student must show critical thinking abilities and show how to apply the Pierce Colleges 5 Core Abilities. Late final projects and assignments will receive only half the points earned. Your final project must be original and not written for another class or by other students. Final projects could be built around existing or future small businesses. The final project is discussed further in this syllabus.

**Final Project Requirements:**
- A minimum of 8 typed pages of text (this does NOT include counting your cover page, reference page and any illustrations or graphics, although these types of additions are highly-appreciated). Less than 8 full pages of text, a cover page and a works-cited page will result in a reduction of points equaling 8.125 points per deduction. Grammatical and spelling errors will result in 5 points per error deduction.
- Your formatted final project is due by the date disclosed by your instructor. It must be posted in the “FINAL PROJECTS” section in Blackboard AND emailed to your instructor on or before the date it is due. LATE WORK WILL RECEIVE ONLY ½ POINTS AVAILABLE!
• The final project must have a formatted cover page, 1 inch margins, 12 point font—
either Arial or Times New Roman, and a reference page).
• A minimum of five references must be used and include AT LEAST: 1. One book; 2. 
one legitimate internet source; 3. One periodical (academic journal; magazine; 
newspaper, etc.). More than five references are appreciated and help substantiate your 
thesis.
• Your final project must be comprised of college-level writing and be free of spelling 
and grammatical errors. Please use the support of the Pierce College Writing Center 
for help. Failing to proof your paper will result in 5 point deductions per incident.

Homework:
1. Read each assigned chapter before submitting responses. Be prepared to discuss 
information of each chapter in courseroom with fellow students and instructor. Every 
comment and response should illustrate a solid understanding of the reading 
assignment.
2. Final project, must be done as discussed in this syllabus’ Final Project Section.
3. Do chapter discussion questions and activities as assigned.
4. All assignments must be typed, thorough; grammar and spell-checked; and completed 
on time—as assigned. Weekly postings will include weekly quizzes and discussion 
questions.
5. Students should choose a business early to build his/her final project and PowerPoint 
project around and include current research resources to support answers. It is a good 
idea to use examples of how your chosen business would contribute to the ideas and 
philosophies of each topic discussed in class.

Notebook and weekly postings: Create an organized notebook including all the weekly 
postings covered in class and assignments. It must be logically organized and 
demonstrate organization and critical thinking. You must research material 
related to your final presentation and assigned homework (including chapter 
summary notes). Notebooks are for you to have as a reference and to document 
learning throughout this course. They should include definitions and chapter 
main ideas—covering the scope of the assigned chapters (front-middle-back). 
There will be a total of 20 points per week available for postings. Five points 
for each well-thought out answer and response. Students are expected to post 
responses to two (2) other students for every posted question using critical 
thinking and scholarly-researched (and cited/referenced) writing that shows 
understanding of the assigned reading. Responding to more than two-other 
students is highly encouraged, but will not result in extra-credit unless points 
are lost from inadequately answering the weekly class discussions. Students 
are expected to use full-sentences, proper grammar and spell-checked college-
level written dialog/responses. Responses should be no LESS than three 
sentences and should clearly articulate the reasoning behind your comment in 
a scholarly way. Document your thorough studying of the assigned chapter 
readings. Keep a physical copy of your notebook (that includes your 
courseroom work/comments) as a tool to become better with information 
competency and to prove you are thoroughly reading the textbook. You may 
find it helpful in your future.
Quizzes (100 points): There will be a quiz covering each assigned chapter. Quizzes will be given weekly to help you assess whether you understood key points of each chapter. You may retake the quizzes as many times as you like (during the current week they are assigned) to benefit from gaining full-points available for each quiz. You will have only a total of one-hour to complete the quiz, so please study the material before you begin. If you miss logging into the courseroom for the week, the quiz will not be available to you after Saturday at 11:59 PM of the week it is due. You miss the opportunity to gain any points that the quiz gives you. Make-up quizzes will be given only if you had an excused absence as decided mutually by both you and the instructor.

Final Project and PowerPoint Presentation—Small Business Plan Model (100 points):
Your final assignment (is a PowerPoint presentation based on your research—discussed below) is graded on how well you researched your topic. The final presentation includes reviewing your research sources, format of your small business plan, PowerPoint presentation (worth 25 Points) of research and professional organization and presentation of your written final small business plan paper. Submit your PowerPoint in the folder located in the Assignment section of the course labeled: “PowerPoint”. Take time to review the submitted work of the other students and post your comments to two other students with questions or ideas related to their work.

Your Final Project Small Business Plan Paper: Students will develop a realistic/feasible small business plan (75 Points). This written document (as detailed earlier in this syllabus) must be a minimum of eight pages of text—no less (PLUS an APA formatted cover page and APA formatted works cited page—for a minimum page submission of a minimum of 11 pages) and discuss a specific product or service. Less than eight full pages of text will be discounted in points according to the rule of 8.125 points per missing page content. It must clearly demonstrate understanding of what is necessary to build a small business from the ground-up and must be a feasible document—one that if presented to a bank could reasonably be considered for an appropriate loan to finance start-up of the business. It must include all the components illustrated in the appendix of your book under “feasibility analysis”. Be sure to double check the APA sample for proper formatting. As a rule, APA papers have: 1 inch margins, 12 point font (either Times New Roman or ARIAL), double-spaced, information is cited within each paragraph showing according to author and date where the information came from.

Student Evaluation on Final Project: Every student is expected to evaluate one other student’s final PowerPoint presentation (25 points) as assigned by your instructor. Grading is based on thoroughness of comments, critical thinking, effectiveness of communication, problem solving, and a show of information competency. Note: Failure to complete this assignment will result in receiving an “incomplete” for the course.

Extra Credit: A maximum of 30 points may be earned as extra credit. You may summarize articles relevant to small business development in one or more full-pages of text. The one-page minimum paper must be (approved by the instructor) and
discuss key points and experiences related to chapters covered over the span of this course. Articles summaries must be typed (in 12 point font and double-spaced) and references must be linked and or attached to the paper. Extra credit may be submitted in the Extra Credit Folder (found in the Assignment section of the courseroom). You must notify the instructor by email that you have submitted extra-credit. The instructor will email you back within 48 hours after receiving your email. Credit will be posted to the grade book before the end of the quarter. (Please include the words: "MNGT 284" in the subject line of your email.) All extra-credit must be posted no later than Saturday at 11:59PM by the end of the 8th week. Nothing will be considered after that date.

**Class Policies and Expectations:**

1. When submitting work or correspondence to the instructor via email, please expect to be responded to within 48 hours of when you submitted your work. If you do not hear back in writing from your instructor by then, assume that it was NOT received. You must take responsibility for making sure you receive a confirmation email from your instructor. Sometimes students fail to use a properly-working email address and the message gets lost.

2. Class attendance and punctuality are expected every week. Class starts on Sunday at 12AM and ends the following-immediate Saturday by 11:59PM, unless otherwise stated by the instructor. Weekly postings will have a direct bearing on your grade. If you attend every week and post 100% of the required assignments you will be awarded 25 bonus points at the end of the quarter. This means posting scholarly—well researched and grammatically correct—college-level comments to at least two other students comments for weekly discussions. An absence equals 20 points. If you miss weekly postings or responses, it is considered an absence. If your absence is excused, you may make up the points by writing an article summary related to small business planning. This summary must be at least one page in length—no less; a supporting published article must be attached to it. The 10 points will be graded on the basis of format (word processed), content, grammar and spelling. More than three absences from class will result in a FULL letter reduction of your grade. (If you are getting an “A” and miss four classes you will receive a “B”).

3. Students who fail to post comments and required work must assume the responsibility for checking with the instructor at the end of the same class week to be certain work has been recorded. Late-submitted work equals ½ the points of total available for assignment.

4. Please indicate your personal interest through participation in discussions, through scholarly-comments and questions and through fulfilling your assignments in ways which will add interest and provide useful information to the class. All comments and submissions should be supported by references to scholarly research, cited-research and wording that clearly shows understanding of the assigned chapters. Failing to do so, will suggest that you did not do the assigned work for the week and will result in a grade representing that lack of follow-through.
5. Student misconduct, including academic dishonesty (cheating and plagiarism) will be penalized with course failure and or dismissal as described in the Pierce College Student Handbook. Please do not copy any existing work. Thoroughness and appropriateness of materials are expected to reflect information covered in the assigned texts and discussed in class. Students are expected to cite and reference sources of their research and comments. You may NOT submit work that was used in other classes or written by anyone other than yourself.

6. Students with disabilities who believe they may need academic adjustments, auxiliary aids or services to fully participate in course activities or meet course requirements are encouraged to register with the Access and Disability Services (ADS) Office. You may also call the ADS Office to make an appointment to meet with the ADS Coordinator at (253) 964-6526 or 964-6527.

   Students requesting accommodations must obtain the “Approved Quarterly Academic Adjustments, Auxiliary Aids or Services” (green) form provided by ADS.

7. Remember that successful learning requires effort and teamwork. This works the same way in the business world. Effective communication is often the key to success. Please contact the instructor if you have any questions or concerns.

This syllabus is subject to change at the discretion of the instructor. Any changes will be discussed in class and each student will be responsible for his/her own actions as it pertains to class performance.

**Grading:**

1. Students are responsible for purchasing the required text and materials. Please have all required materials as stated in this syllabus.

2. All assignments are due on the class period agreed upon. We will discuss any changes.

3. On graded assignments, late assignments receive half-credit. If you are absent on the day an assignment is due, the assignment still needs to be turned in on time via email. You are welcome to turn in assignments in advance of the class session. Since this is an online class, all assignments will be posted in the courseroom.
<table>
<thead>
<tr>
<th>Tentative Grading Element and Participation</th>
<th>Points</th>
<th>Total Points Possible</th>
<th>Your Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter discussion postings, Notebook thoroughness and critical thinking—supported by appropriate cited resources, with more than three sentences per response/comment.</td>
<td>10</td>
<td>20</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Formatting of Final Project, grammar, spelling, depth and breath of information, critical thinking, quality of research.</td>
<td>1</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>PowerPoint Presentation, Professional image, appropriate information, formatting, spelling, relatedness to topic and research</td>
<td>1</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Extra Credit (Optional) 100 % Attendance (Given at end of quarter--25 extra points) or deduct 20 points per absence</td>
<td>3</td>
<td>10</td>
<td>30</td>
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<tr>
<td>Final Presentation Comments Each student will be asked to review the final presentation of one other student as assigned by the instructor. Grading is based on thoroughness of comments, critical thinking, effectiveness of communication, problem solving, and a show of information competency.</td>
<td>1</td>
<td>25</td>
<td>25</td>
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<tr>
<td>Total</td>
<td></td>
<td>425</td>
<td></td>
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</tbody>
</table>

**Grading Criteria:**
1. All assignments must be typed (font: 12 pt; Times New Roman; 1” margins.
2. All assignments must be double spaced (accept final business plan project)
3. All assignments must have the following information in the upper right hand corner:
   - Name (or names of team members)
   - Date
   - Assignment Title
   - MNGT 284 Small Business Planning
4. Late assignments will receive ½ credit.
5. All information pertaining to each assignment must be included when handed in.
6. All assignments must be checked for grammar and spelling. Points will be deducted for improper spelling or grammar.
7. All assignments must meet college level writing.
8. Pictures, graphs, illustrations belong in an appendix section and do not count as “pages” of text for assignments with page requirements.

Extra-Credit Article Summaries (10 Points Each)

1. Select an article relevant to Small Business Planning.
2. Article must be from a hard copy source (periodicals, business magazines, etc.) and should be a minimum of one page in length—no less (more is better).
3. Article must be attached or directly linked to your written summary.
4. Summary must be at least one-page (no less) and double spaced.
5. College-level writing expectations apply to article summaries, which include proper grammar and spelling.

Classroom Etiquette:

Every person in the courseroom deserves to be treated with respect. Please help create an environment where learning is maximized, respectful, productive and enjoyable. Your grade depends on it.

- Be on time and prepared for each weekly discussion. Have your reading and homework completed as assigned and be ready to discuss any assignments in the courseroom the current week of class. Respond to at least two other students’ comments each week—supporting your ideas in a scholarly fashion.
- Check into the classroom several times a week and read ALL postings from other students and your instructor. Comment often with proper grammar and spell-checked responses/comments. Use more than three sentences per post and always cite your sources in an academic way. This gives it more power and helps validate your education.
- You are responsible for understanding all grading expectations of this course. Be sure to contact your instructor if you have any questions. It is a very good idea to thoroughly read and re-read this syllabus throughout the span of this course to make sure that you are earning your grade accordingly.

Final Grade Translation:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Decimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90%-100%</td>
<td>3.5-4.0</td>
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<tr>
<td>B</td>
<td>80%-89%</td>
<td>2.5-3.4</td>
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<td>C</td>
<td>70%-79%</td>
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<td>D</td>
<td>60%-69%</td>
<td>0.7-1.4</td>
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<tr>
<td>F</td>
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