I. INTRODUCTION

A. A course in the unique aspects of managing a small business. Topics address management functions including how managers plan, exercise leadership, organize, and control the operations. Members of the Students in Free Enterprise (SIFE) organization that participate during the entire SIFE program and document a minimum of 50 hours of active participation can be awarded credit for this course with the approval of the SIFE Faculty Advisor.

B. BUSG 1315 may be used as an elective in the Management and Management and Marketing degrees and certificates.

C. This course is occupationally related and serves as preparation for jobs in the retail business environment.

D. Prerequisites: None

E. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary’s Commission on Achieving Necessary Skills (SCANS) occupational competencies (CA, B, C1, 2, etc.) and foundation skills (FA, B, C1, 2, etc.) for this course. The instructor will ensure the designated SCANS competencies and skills are addressed in the course. A detailed description of each competency/skill is contained in “A SCANS Report for America 2000,” Executive Summary, furnished separately.

II. LEARNING OUTCOMES

Upon successful completion of this course, Business Operations, the student will be able to:

A. Discuss the unique aspects of managing a small business.
B. Explain the importance of developing employees to enhance business profits.
C. Describe the employment process.
D. Explain the elements of total quality management programs.
E. Compare purchasing procedures and inventory control in two small businesses.
F. Compare computerized operations of two small businesses.
G. The following SCANS competencies and foundations skills will be covered in this course:

1. Competencies
   a. Resources
      (1) Time (CA1)
      (2) Money (Budget) (CA2)
      (3) Materials/Facilities (CA3)
      (4) Human Resources (CA4)
   b. Interpersonal Skills
      (1) Team Work (CB1)
      (2) Teaches Others (CB2)
   c. Information
      (1) Acquires/Uses (CC1)
      (2) Organizes/Maintains (CC2)
      (3) Interprets/Communicates (CC3)
      (4) Uses Computer (CC4)
   d. Systems
      (1) Understands (CD1)
      (2) Monitors/Corrects (CD2)
      (3) Improves/Designs (CD3)

2. Foundation Skills
   a. Basic Skills
      (1) Reading (FA1)
      (2) Writing (FA1)
      (3) Listening (FA4)
      (4) Speaking (FA5)
   b. Thinking Skills
      (1) Creative Thinking (FB1)
      (2) Decision Making (FB2)
      (3) Problem Solving (FB3)
      (4) Mind’s Eye Seeing (FB4)
      (5) How to Learn (FB5)
      (6) Reasoning (FB6)
   c. Personal Qualities
      (1) Responsibility (FC1)
      (2) Self-Esteem (FC2)
III. INSTRUCTIONAL MATERIALS

A. The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. COURSE REQUIREMENTS

A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. (CC3, FA1 &5)

B. Simulation: (CA1-4; CB1, 2, 5; CD1-3; FB1-6; FC1 &3) Each student will participate as a member of a Business Management team for conduct of the simulation. Each student will participate in problem solving, decision making, instructing other team members, budgeting, human resource planning, and all other actions required in operating a business.

C. End of Course Report: (CC1-4, FA2 & 5) Each team will prepare an end-of-course report summarizing the business operation and results. The report will be presented orally to the class by team members using computerized visual aids (PowerPoint© or equivalent).

D. Class Attendance: (FC1 & 4) (Refer to CTC Catalog, Page 54 for detailed policy). You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed.

Attendance counts 100 points toward the final. Points will be awarded based on the percentage of class periods attended.

V. EXAMINATIONS (CC1-2, FC2)

A. Major Exams: There will be two exams, each worth 100 points. The exam schedule and material covered on each exam will be provided by the instructor on the first day of class. The type of exam questions (essay, multiple choice, fill-in) will be specified by the instructor during pre-exam reviews. Makeup exams will be given only in cases of excused absences.

VI. SEMESTER GRADE COMPUTATIONS
A. Summary of requirements point values

Exams 1-2 (100 points each)  200 points
Team Written Report  600 points
(Each member receives team score)
Team (Oral Presentation)  300 points
(Each member receives team score)
Attendance  100 points
Total Possible Points  1200

B. Letter grades will be assigned based on total points earned as follows: (Note: Pop quiz points will be added and point/letter grade requirements will be adjusted as required.

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>1080 - 1200</td>
<td>A</td>
</tr>
<tr>
<td>960 - 1079</td>
<td>B</td>
</tr>
<tr>
<td>840 - 959</td>
<td>C</td>
</tr>
<tr>
<td>720 - 839</td>
<td>D</td>
</tr>
<tr>
<td>0 - 719</td>
<td>F</td>
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</tbody>
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VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. **Course Withdrawal:** It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is as follows.

- 10-week session  Friday of the 8th week
- 8-week session  Friday of the 6th week
- 5-week session  Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of "W" provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they
may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

B. **Administrative Withdrawal:** An administrative withdrawal may be administered by the instructor when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. **Incomplete Grade:** The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work, but because of personal illness, death in the immediate family, or military orders, the student is unable to complete all the requirements for a course.” Prior approval from the instructor is required before the grad of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. **Cellular Phones and Beepers:** Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. **Americans With Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. **Instructor Discretion:** The instructor reserves the right of final decision in course requirements.

G. ** Civility: (FC3) ** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

H. **Honesty and Integrity: (FC5) ** All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:

1. **Plagiarism:** The taking of passages from writing of others without giving proper credit to the sources.
2. **Collusion:** Using another’s work as one’s own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
3. **Cheating**: Giving or receiving information on examinations.

Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of “F” and will be subject to disciplinary action.

VIII. COURSE OUTLINE

A. **Unit One**: The Simulation and the Scenario

1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to:
   
a. Use simulation techniques to make business decisions.
b. Develop an understanding of personality characteristics most common among successful entrepreneurs.
c. Outline the factors considered in the external environment.
d. Outline the factors considered in the internal environment.
e. Discuss the legal implications of the various types of business organization.
f. State the basic information and documentation necessary to raise business capital.
g. Appropriately name a business.

2. **Learning Objectives**:

   a. Classroom lecture/discussion (**FA5, CC1 through CC3**)
b. Reading assignment (**FA1, FC1**)
C. Student homework study (**FC1, FC2, FC4, CA1, CA2**)
d. Review glossary for key terms (**FA1**)
e. Group activity (**FC1 through FC5, CA1, CXA2, CC3**)

3. **Unit Outline**:

   a. Surviving in Today's Business World 
b. Introduction to Simulation 
c. The Entrepreneur's Quiz 
d. External Environmental Analysis 
   (1) Practical exercises 
   (2) Classroom presentation 
e. Internal Environmental Analysis 
   (1) Practical exercises 
   (2) Classroom presentation 
f. Business Organization
(1) Sole proprietorship
(2) Partnerships
(3) Corporations
g. Costs
h. Size of Risk
i. Continuity of Business
j. Flexibility of Administrations
k. General Impact of State and Federal Laws
l. Raising Capital
m. Naming the Business

B. **Unit Two**: Starting a Business—The Business Plan

1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to:

   a. Outline the basic steps in the business planning process.
   b. Determine valid goals and objectives.
   c. Determine valid policies, procedures, and methods.
   d. Develop a marketing plan.
   e. Outline the advantages and disadvantages of franchising.
   f. Create an appropriate organizational structure for a business.
   g. Prepare job descriptions.

2. **Learning Objectives**:

   a. Classroom lecture/discussion (FA5, CC1 through CC3)
   b. Reading assignment (FA1, FC1)
   C. Student homework study (FC1, FC2, FC4, CA1, CA2)
   d. Review glossary for key terms (FA1)
   e. Group activity (FC1 through FC5, CA1, CXA2, CC3)

3. **Unit Outline**:

   a. The Purpose and Scope of Planning
   b. Objectives
   c. Goals
d. The Action Plan
e. Policies, Procedures, and Methods
f. The Business Plan
g. Feasibility Studies
h. Starting the Business
   (1) Buying an existing business
   (2) Starting your own business
(3) Franchising
i. Creating the Organization
   (1) Sole proprietorship
   (2) Partnership
      (a) limited partners
   (3) Corporations
j. Preparing Job Descriptions

C. **Unit Three**: Location Selection and Personnel Action

1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to:
   
a. Outline the steps in site selection.
b. Outline the considerations of buying vs. renting a business site.
c. Prepare a site selection analysis.
d. Outline the primary considerations in the personnel selection process.
e. Prepare a staffing guide.
f. Prepare a cost sheet reflecting total employee cost, including direct and indirect benefits.

2. **Learning Objectives**:

   a. Classroom lecture/discussion *(FA5, CC1 through CC3)*
b. Reading assignment *(FA1, FC1)*
   
   C. Student homework study *(FC1, FC2, FC4, CA1, CA2)*
d. Review glossary for key terms *(FA1)*
   
e. Group activity *(FC1 through FC5, CA1, CXA2, CC3)*

3. **Unit Outline**:

   a. Choosing a Trading Area.
b. Choosing a Site Within the Trading Area.
c. Renting (Leasing) the Site?
d. Classification of Consumer Goods
   (1) Convenience goods
   (2) Shopping Goods
   (3) Specialty Goods
e. Site Selection Analysis
f. Personnel Recruiting Procedures
g. Personnel Selection Procedures
h. Personnel Training Procedures
i. The Interview
j. Determining the Total Cost of Each Employee
D. **Unit Four**: Marketing and Financing

1. **Learning Outcomes**: Upon successful completion of this unit, the student will be able to:
   
   a. Develop a marketing strategy.
   b. Segment a market.
   c. Promote sales.
   d. Evaluate a marketing plan.
   e. Properly insure a business and its activities.
   f. Maintain proper financial records.
   g. Outline financial statements.
   h. Prepare a break-even analysis.

2. **Learning Objectives**:
   
   a. Classroom lecture/discussion (FA5, CC1 through CC3)
   b. Reading assignment (FA1, FC1)
   C. Student homework study (FC1, FC2, FC4, CA1, CA2)
   d. Review glossary for key terms (FA1)
   e. Group activity (FC1 through FC5, CA1, CXA2, CC3)

3. **Unit Outline**:
   
   a. The Four "Ps" of Marketing
      (1) Product
      (2) Price
      (3) Place
      (4) Promotion
   b. Segmentation of the Market
   c. Establishing Product Prices
   d. Sales Promotion
   e. Selection of Media
   f. Product Life Cycles
   g. Development of an Advertising and Sales Promotion Budget
   h. Insurance Coverage (10 Types)
   i. Sales Records
   j. Cash Receipt Records
   k. Cash Disbursement Records
   l. Purchase/Payables Records
   m. The Performance Expense Account
   n. Financing the Business
   o. Break-Even Analysis
p. Quarterly Business Financial Decisions
q. Record Keeping