

Small Business Operations
Instructor: Angela DeMine
Office: Rm. 105
Phone: 665-8801 ext. 2012
E-mail: angela.demine@clarendoncollege.edu
Office Hours: Mon-Fri (8:00 – 3:30)
Fall 2011

Course Description: Aspects of operating a small business. Emphasizes management functions including how managers plan, exercise leadership, organize, and control the operations.

Text: Small Business, An Entrepreneur's Business Plan; 8th edition; Ryan & Hiduke; ISBN: 0-324-59102-0

Teaching Methods:

1. Lectures: Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured outside material relevant to topics being covered.
2. Assignments: End of chapter activities and online activities will be assigned weekly to reinforce material in the text. These assignments may require the application of various software packages.
3. Quizzes: Occasional unannounced quizzes will be given to help ensure students stay up with assigned material.
4. Exams: The exams will be closed book/notes and will test assigned readings and material discussed in class. There will be a written final exam.

Course Objectives:

The student will be able to:

1. Be able to spot trends and opportunities
2. Be able to select opportunities
3. Profile target customer
4. Read and beat the competition
5. Be able to set up good location and distribution
6. Marketing
7. Start up operation
8. Be able to conquer financial concerns
9. Recognize legal concerns
10. Build and Maintain a winning team

Grading Policies & Evaluation:

Average of Daily/Lab Grades	30%
Average of Attendance	20%

Average of all quizzes & tests	30%
Final Exam	20%

The final semester grades will be figured as set in the current catalog:

90-100%=A 80-89%=B 70-79%=C 60-69%=D Below 59%=F

A student's final grade will be made available through Campus Connect at Clarendon College website. (www.clarendoncollege.edu)

Course Policies:

1. **Final Exams:** Students must take a final exam for each of their academic courses. The schedule of final exams times is published at the beginning of the semester. Do not make plans to leave school before your scheduled final exam. Final exams will not be given early except in extreme emergencies after students have provided documentation of said emergency.
2. **Scholastic Honesty:** Anyone who is dishonest in any way will receive a zero on that assignment or exam with no opportunity to make up the zero and may be dropped from the course with a grade of F. That student, if allowed to remain in the course, will not be allowed to receive any extra credit points from the time of the infraction through the remainder of the course. Furthermore, that student will not be allowed to drop their lowest quiz grade or exam grade. A second act of dishonesty will result in an F for the course. Students who commit an act of academic dishonesty will not be allowed to withdraw from the course with a "W." Note that dishonest behavior includes both the act of copying someone else's work as well as allowing someone to copy your work. Both students are equally guilty and will be equally punished. Cheating violations include, but are not limited to: (1) obtaining an examination, classroom activity, or laboratory exercise by stealing or collusion; (2) discovering the content of an examination, classroom activity, laboratory exercise, or homework assignment before it is given; (3) using an unauthorized source of information during an examination, classroom activity, laboratory exercise, or homework assignment; (4) entering an office of building to obtain unfair advantage; (5) taking an examination for another person; (6) completing a classroom activity, laboratory exercise, homework assignment, or research paper for another person; (7) altering grade records; (8) using any unauthorized form of electronic communication device during an examination, classroom activity, or laboratory exercise; (9) Plagiarism. Plagiarism is the using, stating, offering, or reporting as one's own, an idea, expression, or production of another person without proper credit.
3. **Electronic Communication/Entertainment Devices:** The use of cell phones, iPods, or other electronic communication or entertainment devices is prohibited. A first offense will result in confiscation of the device for one day. A second offense will result in loss of the device for one week. A third offense will result in loss of the device for the remainder of the semester.
4. **Withdrawal:** If you decide that you are unable to complete this course or that it will be impossible to complete the course with a passing grade, you may drop the course and receive a "W" on your transcript instead.

Withdrawal from a course is a formal procedure that you must initiate. If you do not go through the formal withdrawal procedure, you will receive a grade of "F" on your transcript.

A student is permitted to drop a course if he/she obtains an official drop slip from the office and has the instructor sign the slip before the 12th class week.

Remember, a student is only allowed to drop the same class twice before he/she will be charged up to triple the tuition amount for taking the class a third time or more. Furthermore, beginning with the Fall 2007 semester, students in Texas may only drop a total of 6 courses throughout their entire undergraduate career. After the 6, he/she will no longer be able to withdraw from any classes.

If you think you need to drop this course, please talk with me about it first. It is possible that there is something you can do to still pass the course. Don't hurt your chances for a passing grade in the course by not attending labs or taking exams before we have discussed your situation. **The last day to withdraw from this course with a "W" is Nov. 12, 2010 .**

5. **Attendance:** Attendance for the course is important. Attendance will be a 20 % of your final grade. There will be a sign-in sheet, each student will be responsible for signing in, each day. No one may sign in for another student. Signing in for another student is a violation of the scholastic honesty code (see # 2) The Sign-In sheet will be monitored by the instructor. Included in the attendance grade is: dress code, tardy, having material and professional behavior.
6. **Tardy:** It is important to be in your seat and ready to go by the time class begins. If you are tardy, 20 points will be deducted from your daily grade.
7. **Assignments:** All assignments are due by the end of the day that it is due or you will receive a zero. No assignments will be accepted after the due date and there will be no make ups for daily work, quizzes or tests. With good cause and adequate notice, early quizzes or tests may be given. Assignments may be turned in early. The 2 lowest daily grades will be dropped.
8. **Dress Code:** By the third week of school, students will be required to adhere to the Business Dress Code. The third week of class, students will be expected to adhere to a dress code, no points will be deducted, this third week to allow students to learn what is and is not acceptable. Beginning the fourth week of class, students will be required to adhere to the casual business dress code and all presentations must use the formal dress code. (Failure to comply with the Business Dress Code by the fourth full week of school will result in deduction of points: 20 points will be deducted from each daily grade and 25 points will be deducted from each presentation)

Casual Dress Code: Clothing that reveals too much cleavage, your back, your chest, your feet, your stomach or your underwear is not appropriate for a place of business. In our work environment, clothing should be pressed and never wrinkled. Torn, dirty, or frayed clothing is unacceptable. All seams must be finished. Any clothing that has words, terms, or pictures that may be

offensive to other employees is unacceptable. **Slacks, Pants, and Suit Pants** Slacks that are similar to Dockers and other makers of cotton or synthetic material pants, wool pants, flannel pants, dressy capris, and nice looking dress synthetic pants are acceptable. Inappropriate slacks or pants include jeans, sweatpants, exercise pants, Bermuda shorts, short shorts, shorts, bib overalls, leggings, and any spandex or other form-fitting pants such as people wear for biking. **Skirts, Dresses, and Skirted Suits** Casual dresses and skirts, and skirts that are split at or below the knee are acceptable. Dress and skirt length should be at a length at which you can sit comfortably in public. Short, tight skirts that ride halfway up the thigh are inappropriate for work. Mini-skirts, skorts, sun dresses, beach dresses, and spaghetti-strap dresses are inappropriate for the office. **Shirts, Tops Blouses, and Jackets** Casual shirts, dress shirts, sweaters, tops, golf-type shirts, and turtlenecks are acceptable attire for work. Most suit jackets or sport jackets are also acceptable attire for the office, if they violate none of the listed guidelines. Inappropriate attire for work includes tank tops; midriff tops; shirts with potentially offensive words, terms, logos, pictures, cartoons, or slogans; halter-tops; tops with bare shoulders; sweatshirts, and t-shirts unless worn under another blouse, shirt, jacket, or dress. **Shoes and Footwear** Conservative walking shoes, loafers, clogs, boots, flats, dress heels, sandals and leather deck-type shoes are acceptable for work. Wearing no stockings is acceptable in warm weather. Athletic shoes, sneakers, thongs, flip-flops, and slippers are not acceptable in the office. **Jewelry, Makeup, Perfume, and Cologne** Should be in good taste, with limited visible body piercing (earrings only). Remember, that some employees are allergic to the chemicals in perfumes and make-up, so wear these substances with restraint. **Hats and Head Covering** Hats are not appropriate in the office. Head Covers that are required for religious purposes or to honor cultural tradition are allowed.

Formal Dress Code: In a formal business environment, the standard of dressing for men and women is a suit, a jacket and pants or a skirt, or a dress paired with appropriate accessories. (Dark, neutral colors are best; no prints)

- 9. Equipment:** The equipment (computers, transcription machines, calculating machines, headphones, typewriters, scanner, camera, file cabinets) in this classroom belongs to Clarendon College; and will assigned to each student. You will be responsible for any damage to any equipment assigned to you. If you are assigned equipment that is damaged or faulty in any manner, it is your responsibility to contact the instructor prior to using the equipment. If the equipment, assigned to you is damaged in any way you may be responsible for the damages. You will meet with the instructor and the Dean to discuss what your responsibility will be. Consequences include but are not limited to: paying for damages and/or removal from the class. If you are removed from the course as a result of damaging equipment, you will receive

an F for the course without the opportunity to withdrawal. Each student will keep work area clean and weekly cleaning tasks will be assigned.

10. **Use of equipment:** You may only use equipment for class assignments. You may only visit websites that pertain to class or lab assignments.

Distractions: Talking needs to be kept to a minimum and pertaining to classwork, only. There will many class projects that you will need to collaborate on. You will need to talk quietly or meet in the common area by the office. Coughing and blowing your nose are also distractions, although you can't help it, you will need to step out of the classroom. If you distract the class in any way, you may be asked to leave the room and deductions may be reflected in your daily grade. Turn in papers at end or beginning of class, not during class. If I'm talking, be quiet and in your seat.

11. **Office/Lab Hours:** Office/class/Lab hours are posted. You may work on homework assignments in the classroom during office or lab hours or you will need to work on those assignments at home or in the LRC. You may not work on other work, Lab work or homework during classtime. While you are in this classroom, you will be monitored to assure that you are working on assignments, if you are not, you will be asked to leave. If you are in need of assistance from the instructor, it is your responsibility to make arrangements with the instructor. You may make an appointment or ask questions during office/lab hours. An instructor will be available during posted hours. Use the sign-in sheet when you come in and/or leave the room. You will also make a note of what assignments you are working on.
12. **Office:** Do not enter the office without permission.
13. **No Food or Drinks will be allowed in the class!**
14. **Neatness:** Keep your work area neat and clean and free of clutter. Keep your items in your work station. Most work stations have a drawer, you may use the drawer to store your things, for the day. No items may be kept in the drawer. If you are at a station that does not have a drawer, you will need to stack your things neatly in a pile on the corner of your desk. You must turn in neat work. Papers that are torn, dirty, folded, crumpled or illegible will have 10 points deducted. If you have illegible handwriting, you will need to print and practice printing correctly. Papers must be typed or written in blue or black ink.
15. **Heading:** All papers will need a proper heading or 10 points will be deducted. (see handout)
16. **American with Disabilities Act Accommodations Statement:** Clarendon College provides reasonable accommodations for persons with temporary or permanent disabilities. Should you require special accommodations, notify the Office of Student Services (806-874-3571). We will work with you to make whatever accommodations we need to make.

I have read and understand the class policies. The instructor went over all the policies and I understand that failure to comply with the policies may result in failing the class and/or removal from the program. All students must sign the contract to receive grades in the course.

Name _____ Date _____

A copy of this document will be available on the college website.