

**Small Business Management**

**SBM 2000**

**COURSE SYLLABUS**

**TERM: Fall 2019**

**Dates of Class**: August 19, 2019 – December 9, 2019

**Delivery Method:** Online

**INSTRUCTOR:** Timothy Mimbs

**CONTACT: Office:** 386-754-4435 **Cell:** 386-288-4395

**Instructor Office:** Building 16, Room 102 from 8:00 a.m. to 4:00 p.m, Mon-Thur or by appointment

**Email:** timothy.mimbs@fgc.edu



**TEXTBOOKS AND OTHER REQUIREMENTS: Entrepreneurship: Startin and Operating a Small Business, by Mariotti and Glackin, 3rd edition, New Jersey, Pearson/Prentice Hall , 2013, ISBN 978-0-13-278408-5**.

**CREDIT HOURS, PREREQUISITES:**

3 hours, 3 credits. No pre-requisites.

**COURSE DESCRIPTION** Small Business Management is a course designed to provide the student an opportunity to learn and practice hands-on technical execution of many of the key issues, necessities, opportunities, and challenges faced by small business entrepreneurs. This course will enable the student to decide if owning and operating a small business is a viable career choice. Students will have to demonstrate mastery of the course by preparing a project which includes a proposal for a new small business.

##### COURSE OBJECTIVES

* + - Define the role of the entrepreneur in small business development
		- Identify the need for a complete business plan in starting and maintaining a business
		- Define a competitive business strategy.
		- Evaluate the forms and feasibility of various business ventures.
		- Understand the various functions and tasks required to operate a business.
		- Identify the importance of being aware of change and evaluate the risks it brings.
		- Understand pricing concepts, cash flow, and customer relationship management.
		- Apply concepts learned to see the advantages and disadvantages of owning a small business

**INTERNET REQUIREMENT**

Access to internet is a must for this course. If you do not have access to a computer at home, there are computer labs on campus, at the campus library, at the public libraries, and in the distance learning centers. Your FGC email account is the official communication channel.

**Attendance requirements for this class**: **This is a 100% internet class** but you must post discussion answers and assignments to fulfill requirements. Your assignments may be submitted on your own time schedule within the modular periods. The discussions provide interaction with the instructor which are important for your learning. The difference is you are able to complete each week in the comfort of your own home.

**Something to make note of: Add/ drop ends the first weekend of class.**

**If you do not participate in class by the deadline, you will be dropped from the course. This is the same thing as not showing up the first week of class.**

**References:** Business periodicals and newspapers (available in the Lake City, Live Oak, and FGC libraries) such as *Business Week*, *Wall Street Journal*, Florida state newspapers, *Entrepreneur, Inc., Success*, *Ad Age*, *Black Enterprise*, *Changing Times*, *Fortune, Forbes,* and *Women in Business*. You can access virtually everything via the FGC Library web site – it connects you to DATABASES, which you should use for research – as opposed to a Google, Bing, or Yahoo search. It is imperative that students stay abreast of current events. Know how to navigate the Internet. Always look for articles that are **full text**; NOT abstracts.

**Note on using Wikipedia:** Wikipedia is NEVER used as a citation in college/university research. Quote from Jimmy Wales, co-founder of Wikipedia, the open source, on-line

encyclopedia: “I would agree with your teacher that that isn’t the right way to use Wikipedia. The site is a wonderful starting point for research. But it’s only a starting point...”

**Student Learning Outcome:**

1. Students will learn and understand what entrepreneurship is and why it is important to the economy and to a democratic country.
2. Students will learn about the various requirements for starting a business.
3. Students will learn how to evaluate the feasibility of various business ventures.
4. Students will learn the essential elements of the various functions in a business.
5. Students will learn concepts of strategic planning for competitive advantage.
6. Students will learn how to develop a basic business plan in order to obtain financing.
7. Students will about pricing concepts and customer relationship management as well as the impact of cash flow in the small business environment.
8. Students will learn about the various forms of business ownership.
9. Students will learn basic risk evaluation and exit strategies in the event of market changes.

ALL ASSIGNMENTS ARE POSTED & SUBMITTED IN CANVAS.

**Written Assignments:** All written assignments are best submitted using a MS Office document or equivalent (like Google Docs). Please note, grammar and spelling influence your points. Writing assignments using any quotes or reference materials must be written in *APA format only* with reference pages or footnotes. Zero points are given for unsubmitted work & unanswered questions

**Unit Tests**

There will be a unit test on groups of chapters that will cover all content in those chapters. Expect 10-15 questions.

##### Project

There is NO midterm or final exam for this course. Instead, **THE COURSE REQUIRES A MAJOR PROJECT** that includes most of what you will learn in your reading and assignments. It must be done by week 12 in PowerPoint and will **COUNT AS 20% OF YOUR GRADE!!!! THIS IS A HUGE PART OF YOUR FINAL GRADE!!!**

Information on the project will be given in a timely manner so that you may complete it as you work on all chapters. This is a very time consuming project. You will not be able to finish it if you start at the last minute.

**Grading Point System Grading Scale**

90 – 100 A

87 – 89 B+

80 – 86 B

77 – 79 C+

70 – 76 C

67 – 69 D+

60 – 66 D

59 & below F

**Grading Point System for Learning Activities**

|  |  |
| --- | --- |
| **Assignments** | 35% |
| **Exams** | 35% |
| **Project** | 30% |
| **Total** | **100%** |

**COMPLETE ASSIGNMENTS AS YOU PREFER FOR DATES DURING EACH MODULE.**

**E-mailing the professor:** CLEARLY identify yourself, such as Colleen Davis, MAR2015-011 or Colleen Davis Intro to MAR Internet, and your topic. I will get back to you as quickly as I can. *Check that the subject line is accurate and tells me what class and what topic.*

**Contact:** If you have questions about the class, you can ask questions via email or post your question via the Inbox in Canvas. One of your classmates may have the same question. I will get back to you as soon as possible.

**College Policies**

**The Student Success Center (SSC)**

The Student Success Center is located in Building 059. SSC offers a variety of resources for students and faculty.  The Success Center has over 60 computers with internet and limited free printing for students.  Copies of reference books, textbooks, access to course specific software, and access to tutors for all levels of math and writing are available in the Success Center.  Students may submit academic papers to be reviewed by an in-house tutor by emailing to college.success@fgc.edu. Tutoring for other subjects such as Chemistry, Accounting, Anatomy and Physiology, Physics, Spanish, and Public Speaking is available.  Please stop by Building 059 for the current tutor schedule.  The center also provides space for students to study in subject specific Learning Groups, which provide opportunities for students to work with a Tutor on particular competencies and to focus on strengthening their foundational skills. Proctored tests are available in the SSC by instructor approval only.  SSC offers a PERT preparation Boot Camp for students to strengthen their skills with a personalized study plan.  If you have any questions please call (386)754-4479 or 754-4413, or email sandi.tomlinson@fgc.edu.

SSC also provides 24 hour online tutor services through Tutor.com.  This service is accessed directly through students’ Canvas courses. Online tutoring is limited to five hours per student per semester. If additional online tutoring time is needed, you must contact Robert Dawson in the Student Success Center by email: robert.dawsonjr@fgc.edu. Extensions will be granted on a case-by-case review of online tutoring sessions.

The TRiO program is also housed in the Student Success Center offering coaching to enhance, navigate, and simplify the college experience.  Qualified students may participate in workshops, travel, individualized tutoring sessions and other educational experiences.

The SSC is open during the following hours:

* Monday – Thursday       8 am to 6 pm (All year)
* Friday                  9 am to 4:30 pm (Fall/Spring)
* Saturday                 10 am to 2 pm (Fall/Spring)

If you have any questions, you may contact the center by phone at (386)754-4437, 754-4305, or 754-4307, or by email at robert.dawsonjr@fgc.edu

**GradesFirst**

The Student Success Center, located in Bldg. 59, offers early alert to the entire campus through GradesFirst/EAB. Twice during the semester we provide instructors with the opportunity to ALERT students of their course progress. This is done through the FGC Wolves email account. Students may receive an email stating their success may be at risk in in a specific course. If you receive this email, DO NOT PANIC. Please contact your instructor directly, your Academic Advisor, and the Student Success Center. Your instructor’s information is provided in the email.

Please do not allow yourself to struggle. We are here to help you achieve success. The mission of the Student Success Center is to help encourage and promote your educational journey here at FGC and beyond.

**Resource Information**

If you think you might benefit from the guidance of a professional counselor for any school, work, or life issue, take advantage of the **free, confidential resources of BayCare Behavioral Health.** If you would like to speak to a Counselor over the phone, please call **(800) 878-5470**.  It is a safe and secure way to get short-term counseling (up to 3 sessions) on issues including: managing stress/ school, work or life issues/ relationship issues/ family concerns/ anxiety, depression/ grief, trauma, loss/ self-esteem/ substance abuse. **Counseling sessions are completely confidential.** If you are in the need of additional resources please contact the Director of Student Life, Building 7.

**Academic Appeal; Grievances; General Complaint**

If a student wishes to file an academic appeal, grievance, or general complaint, please visit the college’s website ([www.fgc.edu](http://www.fgc.edu)) for more information. Under Student Resources and Student Complaints/Appeals, information regarding policy, procedure, and forms related to these topics is provided.

**College Course Withdrawal and Drop Process**

Students who register for classes are responsible for all fees associated with those classes. Students who decide not to attend or wish to withdraw from a class are responsible for dropping or withdrawing from class by the appropriate published date (see [Academic Calendar](https://www.fgc.edu/students/academic-resources/academic-calendar/)). Students, who have not been identified by their instructor as never attending, will not be automatically dropped or withdrawn. Any student not dropped or withdrawn by the published dates will remain officially registered, liable for all fees, and assigned an earned grade at the end of the semester.

A course may be dropped only during the published add/drop period. The student may drop the course online through MyFGC or by submitting a form through the office of Enrollment Services. Dual Enrollment students should follow the established dual enrollment drop process.

To withdraw from a course, the student must complete the following before the published withdrawal deadline:

1. Complete the Withdrawal form and submit it to your instructor. The instructor should sign the form and fill in the last date of attendance.
2. The student must then meet with an academic advisor, who will sign the form. (Advising Services, Building 014).
3. Submit the form to the Director of Financial Aid or one of the Director’s designees for signature.
4. Take the signed Withdrawal form to the Office of Enrollment Services for processing before the deadline for withdrawal.

A student will be permitted a maximum of two (2) withdrawals per course. Upon the third attempt, the student will not be permitted to withdraw and will receive a grade for the course. Students, who take courses off campus or have extenuating circumstances that prevent submission of Withdrawal form in person, must:

1. Obtain the instructor's authorization and last date of attendance via email
2. Email the advisor a statement requesting a withdrawal from the course and include the instructor's email with the last date of attendance.
3. The advisor will complete a withdrawal form, attach the emails from the student and instructor in lieu of signatures and forward the form to Financial Aid.
4. A Financial Aid representative will complete and sign the form and forward the form to Enrollment Services to be processed.

It is the student's responsibility to ensure that the required documents are submitted to the advisor prior to the designated withdrawal deadline and to understand all financial and academic implications of the withdrawal.  Absence from class or merely notifying the professor does not constitute withdrawal. A student who stops attending class without withdrawing will receive a grade from his/her instructor.

**Academic Honesty**

Cheating, plagiarism, bribery, misrepresentation, and fabrication are not permitted and will be dealt with severely. Students should make themselves aware of the student code of conduct found in the Student Handbook.

**Equity and Diversity**

Florida Gateway College does not discriminate in education or employment related decisions on the basis of race, color, ethnicity, national origin, gender, religion, disability, age, marital status, genetic information, sexual orientation, pregnancy, or any other legally protected status in accordance with the law. The equity officer is Sharon Best, executive director of human resources, 149 SE College Place, Lake City, FL  32025, and may be reached at (386) 754-4313.

**Disability Statement**

The Office of Accessibility Services (OAS) is a resource for both students with disabilities as well as faculty. Students with disabilities in need of academic accommodations must first be registered with the Accessibility Services Office to verify the disability, establish eligibility, and determine reasonable academic accommodations.

After registering with the OAS, students must request their academic accommodation letters be sent each semester to their instructors. Upon receipt of the letter, the instructor will be available during office hours or via email to discuss the accommodations a student will need during the course.

Students with disabilities who are not registered with the OAS or faculty who may have questions or concerns regarding an accommodation, please contact the office at the following:

In person: Building 14, Room 102
Phone: (386) 754-4393
Email: disability.services@fgc.edu

**FERPA Statement**

The Family Educational Rights and Privacy Act (FERPA) provides certain privacy rights to students related to educational records.  This information can be found in the College Catalog, at the Office of Enrollment Services in Building 015 or on the College Web site.

**SACSCOC Statement**

Florida Gateway College is accredited by the Southern Association of Colleges and School Commission on Colleges to award the baccalaureate and associate degrees. Contact the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call 404-679-4500 for questions about the accreditation of Florida Gateway College.