



Division Name: Business
Small Business Entrepreneurship (MGMT013)
Units: 03
Section #: 13057 / Spring 2019

Instructor Name: Gustavo Demoner
Class Day(s): Online
Class Hours: Online
Instructor Email: demonegd@wla.edu
Pre-requisites & Co-requisites: No
Office Hours: Online within 24h-48h at the latest. I usually respond on the same day. Also on campus MoWe – 10:25am – 11:05am and 12:35pm-1:25pm. TuTh – 11:05am – 13:05pm.

School Website: www.wla.edu
Address: 9000 Overland Ave., Culver City, CA 90230
Class Location: Online
Office Location: CE 215
Advisory: English 101 or English 028

Welcome Statement Dear Students, WELCOME to OUR SPRING 2019 Online Small Business Entrepreneurship Course. I hope you have enjoyed your Winter, are feeling energized, motivated and awesome, because you deserve it. We will have a great time. You will discover the world of startups, and what it takes to succeed. There will be many opportunities for learning extra content, including directly from the top guns in Silicon Valley. A great current selection of high quality video content will bring very successful entrepreneurs into our virtual classroom. I believe learning is fun, and by helping one another, we move forward faster and stronger. I believe in each one of you.

Course Description

This course covers the challenges of entrepreneurship and provides the tools to enhance success. The course provides a detailed treatment of strategic planning for small businesses, an in-depth coverage of creating and managing the business, new sources of small business funding, effective decision making, and hands-on experience for creating a business plan.

Text Readings (all free)

Entrepreneurship and Innovation Toolkit. Creative Commons. Lee A. Swanson. 3rd Edition. 2017.

Link to read online: <https://www.oercommons.org/courses/entrepreneurship-and-innovation-toolkit/view>

Link to download: <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/open/download?type=print-pdf>

Small Business Management. Creative Commons. The Saylor Foundation. 2012. Link for download:

<https://resources.saylor.org/wwwresources/archived/site/textbooks/Small%20Business%20Management%20in%20the%2021st%20Century.pdf>

Link to read online: https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/

Business Plan Development Guide. Creative Commons. Lee A. Swanson. 8th Edition. 2017.

Link to read online: <https://openpress.usask.ca/businessplandevlopmentguide/front-matter/business-plan-development-guide/>

Link to download: <https://openpress.usask.ca/businessplandevlopmentguide/open/download?type=print-pdf>

Introduction to Management. Creative Commons. Boundless. Version 10. <http://oer2go.org/mods/en-boundless/www.boundless.com/management/textbooks/boundless-management-textbook/introduction-to-management-1/index.html>

Program Student Learning Outcomes (Program SLOs)

1. Use Business formulas to calculate and solve Quantitative problems.
2. Analyze financial operations of a typical business.

Course Student Learning Outcomes (SLO)

1. Students will respond to a given topic on the major concepts of Small Business Management from the following: Family Business, starting or buying an existing business, franchise, Business Plan, source of capital, site selection, organization and management of a small business.
2. The student will apply the principles of Marketing, financial requirements, operations and management to a small business.

Course Objectives:

Upon successful completion of this course, students will be able to . . .

1. Define the role of entrepreneur in business– in the United States and across the world.
2. Explain the differences among creativity, innovation, and entrepreneurship; the 10 “mental locks” that limit individual creativity.
3. Recognize the importance of strategic management to a small business, the importance of controls such as the balanced scorecard in the planning process.
4. Discuss the advantages and disadvantages of the three major forms of business ownership: the sole proprietorship, the partnership, and the corporation.
5. Analyze the advantages and disadvantages of buying an existing business; the steps involved in the right way to buy a business.
6. Describe the principles of building a guerrilla marketing plan and the benefits of preparing one; and how a small business can build a competitive edge in the marketplace.
7. Discuss the benefits of selling on the World Wide Web, the factors to be considered before launching into e- commerce.
8. Examine the basis of a marketing communication plan, it’s operational elements and the advantages and disadvantages of various advertising media.
9. Translate the importance of cash management, differentiate between cash and profits, and describe the principles involved in managing the “big three” of cash management.
10. Prepare a financial plan and basic financial statements and use them to manage a small business.
11. Explain why every entrepreneur should create a business plan; list the benefits and elements of a solid business plan.
12. Differentiate between the three types of capital small business require: fixed, working, and growth; also, the differences between equity capital and debt capital and the advantages and disadvantages of both.
13. Explain the stages in the location decision, the location criteria for retail and service businesses, and the site selection process.
14. Define “going global” and why it has become an integral part of many small companies’ marketing strategies.
15. Identify the steps on developing a management succession plan for a growing business that will allow a smooth transition of leadership to the next generation.

Institutional Learning Outcomes

- A. Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
- C. Quantitative Reasoning: Identify, analyze, and solve problems that are quantitative in nature.
- H. Ethics: Practice and demonstrate standards of personal professional integrity, honesty and fairness; apply ethical principles in submission of college work.

Course Requirements and Grading Criteria

- Quizzes and Assignments (200 Points and 20% of grade)
 - Discussions (400 Points and 20% of grade)
 - Business Model Project (150 Points and 15% of grade)
 - Business Plan Project (150 Points and 15% of grade)
 - Exam: (100 Points and 10% of grade)
- Total of 1,000 points or 100%

Grading Scale:

Points = Grade = Percentage
1,000 - 870 = A = 100% - 87%
869 - 770 = B = 86% - 77%

769 - 670 = C = 76% - 67%
669 - 570 = D = 66% - 57%
569 - below = F = 56% - 0%

Class Policies may include:

Attendance

I expect you to attend every class (this means checking in multiple times every week for online students), and be aware of all requirements. More than two consecutive absences, or more than three classes missed in total, or constantly arriving late and leaving early are grounds for being dropped from this course (this means that one week of inactivity for online students). Attendance, participation and positive collaboration are of essence, and will be observed.

Walking 'In and Out of Class'

When you arrive to class, make sure you have used the restroom, had a chance to eat, checked your messages, etc. Walking in and out is rude and disruptive, as it is to be mentally absent. If you need to leave early, or have some other problem, you need to notify me in advance. Any student who makes a habit of walking in and out of class may be asked to leave, and/or will be dropped from the course.

Preparedness

You are expected to participate in the discussions, complete the assignments by the deadlines, and be active on all other opportunities.

Cell Phones, iPods, etc.

When appropriate, for the benefit of all, I will encourage the use of technology in the classroom. But remember not to be disruptive, and to participate. Copying and pasting each other's works such as essays, discussions and projects is unacceptable and grounds for failing the course. Online students must use technology appropriately.

Contacting Me

E-mail (demonegd@wlac.edu) is the best and quickest way to contact me. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

Refer to the course website/blog for more information on UMOJA policies.

Student Conduct:

Academic Integrity

Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade.

Student Conduct

According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

Recording Devices

State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval (WLAC College Catalog).

For more information, refer to the attached link:

http://www.wlac.edu/academics/pdf/WLAC_Catalog_Policies.pdf

Campus Resources:

Office of Disabled Student Programs and Services (DSP&S)

West Los Angeles College recognizes and welcomes its responsibility to provide and equal educational opportunity to all students with disabilities. The Disabled Students Programs and Services (DSP&S) department has been established to provide support services for all qualified students with disabilities pursuing an education at West Los Angeles College. DSP&S with approved testing accommodations will take exam according to establish procedure. Please follow the outlined test accommodation procedure as stated by DSP&S for every quiz and exam. The DSP&S department is located in the Student Services Building (SSB) 320; (310) 287-4450

Instructional Support (Tutoring) & Learning Skills Center

Heldman Learning Resources Center (HLRC) | (310) 287-4486 or (310) 287-4408

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self- paced computer- aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

Library Services

Heldman Learning Resources Center (HLRC) | (310) 287- 4269 & (310) 287- 4408

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog).

For more information, refer to attached link:

<http://www.wlac.edu/library/index.aspx>

Learning Resource Center

All students are referred to and strongly encouraged to utilize FREE small group and individual tutoring available in our Learning Resource Center, 1st floor of the HLRC building. The LRC is transforming and expanding its services to include dedicated study group sessions with a tutor for specific courses at specific days and times (before or after class). Please let us know what classes you want tutoring for and the days and times you want it at

For more information, refer to attached link:

<http://www.wlac.edu/Library/LearningCenter.aspx>

Campus Sheriff's Office (Emergency Preparedness)

C3 Building, Parking Lot 5 | (310) 287- 4311 & (310) 287- 4314

For more information, refer to attached link:

<http://www.wlac.edu/Sheriff/Index.aspx>

The Sheriff's Office website includes information about drill or emergency building evacuations, Title IX resources (if you have been the victim of Sexual Harassment; Sexual Violence and/or Gender- Based Discrimination), and what do to in the event of a lock- down or active shooter situation.

Course Content

The Foundation of Entrepreneurship (3h)
Inside the Entrepreneurial Mind: From Ideas to Reality (3h)
Strategic Management and the Entrepreneur (3h)
Forms of Business Ownership and Franchising (3h)
Buying an Existing Business (3h)
Building a Powerful Marketing Plan (6h)
E-Commerce and the Entrepreneur (6h)
Integrated Marketing Communication and Pricing Strategies (3h)
Managing Cash Flow (3h)
Creating a Successful Financial Plan (3h)
Crafting a Winning Business Plan (3h)
Sources of Financing: Debt and Equity (3h)
Choosing the Right Location and Layout (3h)
Global Aspects of Entrepreneurship (6h)
Leading the Growing Company and Planning for Management Succession (3h)

Important

- ✓ Remember, YOU ALL START with an 'A'.
- ✓ I am counting on you to keep it that way :)
- ✓ I believe in YOU.
- ✓ YOU can do this!
- ✓ I support you LIMITLESSLY!
- ✓ It is a true HONOR to serve you.
- ✓ Always ask me EVERYTHING AND ANYTHING, ALL your questions are valuable.
- ✓ I AM here for YOU! You ARE a BLESSING in my life!

Course Assignments - Schedule

All Work	Due Date
Exams Exam (100 pts)	05/28
Discussions Self-Introduction (20 pts) 17 Unique Business Models (20 pts) Tech Start Up Legal Issues (20 pts) 50 Entrepreneurs share priceless advice (20 pts) Video Lectures (320 pts)	09/02 09/10 09/24 10/08 weekly
Assignments Quizzes (200 pts)	weekly
Projects Business and Revenue Model Project (150 pts) Business Plan Project (150 pts)	05/07 05/21

Disclaimer: Syllabus/schedule subject to change