

**SBM 101 - SMALL BUSINESS START-UP  
COURSE SYLLABUS  
Red Rocks Community College**

**Course Meetings:** Red Rocks Lakewood Campus  
Friday January 20, 2017 5-10 pm  
Saturday, January 21, 2017 – 8-5 pm

**Instructor:** Donna Armelino 303-941-5202 / Room 2604 Main Campus / Office Hours by Appointment  
Donna.armelino@rrcc.edu

**Course Description:** This course focuses on an introduction to the key issues of starting a small business. Emphasis is on reviewing the basic elements of startup including analyzing feasibility, choosing a legal structure, securing licenses, insurance, financing and what financial reports are and how to use them. We will also discuss setting specific, measurable goals, which align with business strategy, drive business results, and are meaningful to all stakeholders.

The class will be participative and flexible to meet the needs of the participants. It will include building a basic business plan actual small business operation and include discussions and presentations by participants.

**Course Design:**

To support student understanding of the topics and class discussion, which makes up a significant portion of your grade, it is highly recommended that assigned book be read BEFORE coming to class. This provides an opportunity to participate in lively dialog and enhance your understanding of the subject matter. Tests and assignments will cover topics that may be included in the course reading but not necessarily discussed in class as well as topics covered in the class but not in the textbook.

**Goal:**

To provide students with an introduction to the concept of starting a small business and basic concepts used including real world examples and, to assist students in understanding and identifying areas of business that may be of interest to them in their future careers.

**Course Objectives:**

Upon successfully completing this course the student will have:

- Discussed various ways of establishing a business.
- Identified the major pitfalls and advantages of owning your own business
- Described how they will get started
- Analyzed a customer base and drivers
- Developed a basic understanding of components of the business

**Resources:**

The course will follow the text “The Everything Start Your Own Business Book”, 4th Edition authored by Judith Harrington as well as in-class lecture materials. Please be prepared to take notes of key discussion items that you would like to retain as reference. The instructor will provide presentation notes on D2L during the first night of class.

**Class Attendance:**

Because of the condensed format and in-class exercises, full student attendance is key and a significant portion of your final grade. If for some reason you cannot make a portion of the class, please call the instructor.

**Class Exercises – the course consists of dynamic interaction and learning. Students will be actively involved in the assessment and creation of a business idea. A worksheet will be provided on the first night of class and students will complete the components of it throughout the course. The instructor will determine the submission method after discussion with the class. The goal is to complete the worksheet by the end of the weekend.**

**Evaluation:**

**Total Achievable Points = 50 points, as outlined here:**

-Class attendance (minimum of 10.5 hours for full credit)	20 points
-Completion of in-class exercises and group discussions	15 points
-Worksheet completion	15 points

- 50-41 points = A
- 40-31 points = B
- 30-21 points = C
- 20-11 points = D
- Less than 11 points = F

**Incompletes:** Under extenuating circumstances, and at the instructor's discretion, you may receive an *Incomplete* grade for this course. You must have completed approximately three quarters of attendance and three quarters of in-class exercises. Please contact instructor to sign an agreement in order to receive an incomplete. Incompletes not finished within the agreed upon time period will be changed to an "F".

**Mandatory Reporting**

Our College is committed to preserving a safe and welcoming educational environment for all students. As part of this effort, I have an obligation to report certain issues relating to the health and safety of campus community members. I must report to the appropriate College officials any allegation of discrimination or harassment. Sexual misconduct, which includes sexual harassment, non-consensual sexual contact, non-consensual sexual intercourse, and sexual exploitation, is considered a form of discrimination.

In addition to reporting all discrimination and harassment claims, I must report all allegations of dating violence or domestic violence, child abuse or neglect, and/or credible threats of harm to yourself or others. Such reports may trigger contact from a College official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like more information, you may reach the Title IX/EO Coordinator: **Deborah Houser, Assistant Director of Human Resources/Deputy Title IX Coordinator, 303-914-6224 or [Deborah.houser@rrcc.edu](mailto:Deborah.houser@rrcc.edu)**

Reports to law enforcement can be made at the Red Rocks Campus Police Department behind the Welcome Desk at the Main Entrance or [rrpd.dispatch@rrcc.edu](mailto:rrpd.dispatch@rrcc.edu) at 303-914-6394.

If you would like a confidential resource, please contact **Deborah Houser, Assistant Director of Human Resources/Deputy Title IX Coordinator, 303-914-6224 or [Deborah.houser@rrcc.edu](mailto:Deborah.houser@rrcc.edu)**

Further information may be found on the College web site: <http://www.rrcc.edu/human-resources/sexual-misconduct>

**OTHER:** Red Rocks Community College will provide accommodations for qualified students with disabilities. To request accommodations, contact the Office of Disability Services at your earliest convenience. The Office of Disability Services is located in the Learning Commons Room 1185. Please contact the office at 303.914.6733, V/TDD at 303.914.6737, or email at [ODS@rrcc.edu](mailto:ODS@rrcc.edu) if you have any questions.

Red Rocks Community College is committed to diversity in its people and programs. The College is an equal opportunity educational institution and does not discriminate on the basis of disability, race, creed, color, gender, sexual orientation, gender expression, religion, age, national origin, or ancestry, or any other category protected by applicable law.

The College has designated the Human Resources Director as its Equal Opportunity Employment Officer and Title IX Administrator with the responsibility to coordinate its civil rights compliance activities and grievance procedures. Report all concerns or complaints relating to discrimination or harassment to the Title IX/EO Coordinator(s): Director of Human Resources/Title IX Administrator, 13300 West Sixth Avenue, Lakewood, CO 80228. 303.914.6298.

