

**RED ROCKS COMMUNITY COLLEGE**

**Starting a Small Business**

**SBM 101**

**Friday January 23, 2015 Hours 5:00pm - 10:00pm**

**Saturday January 24, 2015 Hours 8:00am – 5:00pm**

**Instructor: Tom Warren**  
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**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 with name, location and promotion of the business
- Analyzed a customer base and drivers
- Developed a basic understanding of legal and insurance considerations
- Demonstrated their understanding of cash flow and cash flow timing
- Practiced concepts on how to enroll employees, customers, investors, and other stakeholders

**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.

### Evaluation and Grading, Attendance:

Class participation is an important component of your grade. Each person will be expected to participate in the class just as a great manager would expect from their staff in a business. The class will include a case study on an existing small business where you will be expected to use and apply the tools taught throughout the course.

- Class Participation, case study, & discussion – 50 points
- Final Test – 50 Points

The following grading will be followed:

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

### Student/Instructor Expectations:

#### **Class Environment:**

- My goal as the instructor is to provide a learning environment that encourages and engages student to actively experience the information. I use different approaches to reach the various learning styles of students.
- As an introductory class, students have different reasons for choosing the course. Therefore, I make my best effort to learn about student needs at the beginning of the course and work to meet those course needs throughout the semester.
- I encourage open-mindedness, appreciation of different opinions, and an active role in learning. With these components in place, we can also have fun in the process.
- It is also a strong expectation that students behave in a courteous and ethical manner toward other students and the instructor. Please be considerate of fellow students and refrain from behaviors that are disruptive to the class (such as unsolicited back-handed comments, side conversations, arriving late or leaving early consistently, to name a few).
- Cell phones must be on silent during class. However, in an emergency situation exceptions can be made when I am notified ahead of time.
- As college students you will take from this class what you put into it.
  - **Cheating** is unacceptable and will result in a failing grade.
  - Likewise, **plagiarism** (stealing another person's work, ideas directly or indirectly and presenting them as your own) is unethical and will result in disciplinary measures according to the college standards. This could result in an automatic "F" grade, expulsion, academic probation, and any other action deemed appropriate by the instructor and Red Rocks Community College administration.
- Students are requested to inform the instructor ahead of time of any situations that may cause you to miss a test or assignment due date. This provides an opportunity for alternative arrangements to be made so that you can maximize your grade potential. **It is best to phone the instructor on the cell phone # noted when you need information in a short timeframe or in an emergency.**
- Should students have a need to discuss a situation, schedule a different test time, or inform the instructor of alternate plans, they are encouraged to do so by phone rather than emailing for efficiency purposes. Students do not need to contact the instructor for a missed class that does not involve a test date or assignment due date.

**Participation/Attendance:** Participation and attendance are considered essential elements of student learning whether or not a specific grade is assigned for these components.

Positive Class Participation is defined as:

- On-time completion of assignments
- Asking thoughtful, meaningful questions in class
- Sharing business-related experiences
- Tolerance of another's opinion
- Submission of articles and relevant current event information in class
- Participating in class discussions without intentionally dominating
- Actively engage in group class exercises

Negative Class Participation is defined as:

- Doing none of the above
- Not completing assignments in a timely manner
- Disruption of class activities
- Lateness (for start of class, returning from breaks or leaving exceedingly early)

### Course Outline for “Starting a Small Business”

1.	Getting started: <ul style="list-style-type: none"> <li>- Introductions</li> <li>- Review of class agenda &amp; desired outcomes</li> <li>- Why are we here?</li> </ul>
2.	Choosing a Business: <ul style="list-style-type: none"> <li>- Buying a business</li> <li>- Starting a new business</li> <li>- Franchises</li> </ul>
3.	When Opportunity Knocks: <ul style="list-style-type: none"> <li>- Time for you to start your own business?</li> </ul>
4.	Meet the Expert: You <ul style="list-style-type: none"> <li>- What do you Need to Start</li> </ul>
5.	Research the Market <ul style="list-style-type: none"> <li>- What to consider</li> </ul>
6.	Structuring Your Business <ul style="list-style-type: none"> <li>- Analyzing options</li> </ul>
7.	Crafting a Business Plan <ul style="list-style-type: none"> <li>- Why it's needed</li> <li>- Financial plan</li> </ul>
8.	Get Your Capital Act Together <ul style="list-style-type: none"> <li>- Comparisons of types of ifunding</li> <li>- What they look for</li> </ul>
9.	Putting a Financing Plan in Place: <ul style="list-style-type: none"> <li>- Getting to a profit level</li> </ul>
10.	Protecting Your Business: <ul style="list-style-type: none"> <li>- Copyrights, trademarks, patents</li> <li>- Contracts and other legal concerns</li> </ul>
11.	Locating Your Business: <ul style="list-style-type: none"> <li>- Where &amp; what is needed</li> </ul>
12.	Furnishings & Equipment: <ul style="list-style-type: none"> <li>- What's needed</li> </ul>

13.	Getting Online: - Website requirements
14.	Selling Online:
15.	Product & Services Management: - Inventory requirements - Pricing
16.	Marketing Your Way to Success: - Identifying your market - Marketing options
17.	Networking: - How it helps
18.	Employees: Choose Well, Manage Well: - What's important and where to begin - Managing
19.	Consulting: - Is it for you
20.	Your Tax Obligations: - Record keeping - Tax needs
21.	Bookkeeping, Record Keeping, & Administrative: - Keeping track of your business
22.	Insurance: - What's needed
23.	A Winner's Checklist

**Note: The course agenda and subject matter may be modified by the instructor under their discretion to accommodate flow of the course including but not limited to specific needs and interests of the attending students in order to best achieve course objective.**

**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.