

# SBM101-601 STARTING A SMALL BUSINESS WEEKEND COURSE

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Spring 2018 Syllabus :

Friday January 19, 2018 (5-10 pm ) & Saturday January 20, 2018 (8 am – 5 pm)

## CONTACT INFORMATION

**Instructor:** Donna Armelino

**Office:** 2604

**Office Hours:** by appointment

**Phone:** 303-941-6323 office/303-941-5202 mobile \*NOTE: due to the weekend nature of the class, please contact me on my mobile number if you need to reach me the day of class or while the class is in session.

**Email:** [donna.armelino@rrcc.edu](mailto:donna.armelino@rrcc.edu)

Students can contact me either through the D2L course email or at [donna.armelino@rrcc.edu](mailto:donna.armelino@rrcc.edu). I make my best effort to respond to students with a 24-hour period. When corresponding with me, please include as much information about your question or concern so that I can provide an effective response. If you are experiencing a schedule variation or are having difficulty understanding a discussion or assignment, please email or call me promptly so that we can work together. Working together proactively gives us an opportunity to support you in the successful completion of the course.

**Instructor Absence:** In the event of an instructor absence, class cancellation, or school closing, information will be posted on the NEWS section of the course on D2L.

## COURSE INFORMATION:

Weekend Course Meetings:

Friday, January 19, 2018 5-10 pm &

Saturday, January 20, 2018 8 am-5 pm

Because this is a weekend course, please review the information about course participation.

Desire2Learn [rrcc.desire2learn.com](http://rrcc.desire2learn.com)

The syllabus, lecture notes, assignments and supplemental materials will be posted on Desire2Learn (D2L). The URL for Desire2learn is shown above. Students are expected to hand in written assignments through the D2L Dropbox. Attendance data and grades will also be posted in D2L.

## REQUIRED TEXTBOOK/COURSE MATERIALS

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Recommended Text:

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.

To support student understanding of the topics and class discussion, which makes up a significant portion of your grade, it is highly recommended that students familiarize themselves with the ideas in the assigned book BEFORE coming to class. It is not necessary to read the entire book; however, understanding the main topics will provide students an opportunity to participate in lively dialog and enhance your understanding of the subject matter. Class activities and assignments may cover topics from the text and classroom discussion.

## 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 and guests (based on their availability).

Course Credit: 1

## LEARNING OUTCOMES

### **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.

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

## COURSE PREREQUISITE/CO-REQUISITES

None.

## COURSE REQUIREMENTS

To meet the standard competencies of the course, students will be presented with fundamental concepts relating to how to start and run a business. Through discussions, class exercises, and assignments students will have the opportunity to experience meaningful, real-world examples, situations, and information that can play a key role in their understanding of business communication concepts. Students will use an intended business idea or develop a hypothetical business idea in order to address the concepts from the class.

## GRADES

### METHODS OF EVALUATION / GRADING / ASSESSMENT

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

Class attendance (minimum of 10.5 hours for full credit) 20 points

*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.*

Completion of in-class exercises and group discussions 15 points

Worksheet completion 15 points

### GRADING SCALE

#### 50 total achievable points

50-41 points = A

40-31 points = B

30-21 points = C

20-11 points = D

Less than 11 points = F

## COURSE POLICIES

### CENSUS DATE (LAST DAY TO DROP WITH A REFUND): JANUARY 20, 2018

Students enrolled in the course must post a response to a discussion date (other than an Introduction) before the published census date. Otherwise, you will be automatically dropped from the course and will not be able to re-enter this semester. An automatic withdrawal can often impact financial aid.

If you drop a class before the drop date you are not responsible for payment, and you will not lose College Opportunity Fund (COF) credits. Additionally, a dropped course will not be visible on your permanent student record. If you are on financial aid, you should consult a financial aid advisor before dropping a class.

### WITHDRAW DATE (LAST DAY TO WITHDRAW WITH A "W"): JANUARY 20, 2018

You can withdraw between the drop and withdrawal dates without affecting your grade point average. However, if you withdraw from a class you will be responsible for full payment and you will lose COF credits. If you are on financial aid, you should consult a financial aid advisor before withdrawing from a class.

## CLASS PARTICIPATION, ATTENDANCE POLICY, AND DISCUSSION

During the course I will guide and coach you in your participation to help you build an understanding of the course content. The course includes many in-class activities that contribute to learning about how to start and run a small business, such as group discussions, worksheet development, and informal presentations.

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### 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 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 respect the various perspectives, opinions, and experiences that will be presented in our discussions.
- 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 be away from the course for any period of time. Regular, consistent presence exhibited by participation in discussions according to established due dates and prompt response to student and instructor comments is a course standard. **It is best to email or 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 via the course email or by phone.

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### EFFECTIVE CLASS PARTICIPATION SHOULD INCLUDE THE FOLLOWING:

- Providing constructive feedback and encouraging others to become involved in discussions.
- Posing relevant questions and issues, and demonstrating knowledge of material being discussed. **This requires students to take responsibility for reading assigned materials and actively engaging in the class activities.**
- Respecting the rights of others to express their opinions and beliefs even when they are in opposition to one's personal views.
- Demonstrated self-responsibility for all assignments and obligations.

- Being on time; maintaining classroom etiquette; respecting the privacy of other students' business ideas.

## ASSIGNMENTS

A worksheet will be completed during class activities. Due to the condensed nature of this course, class activities contribute to the completion of the worksheet (final assignment). The worksheet assignment will be turned in on the last day of the course (Saturday). If you cannot be present on Saturday, but have attended on Friday, students may submit their worksheet to the instructor no later than Saturday, August 26, 2017 midnight via the course email or to [donna.armelino@rrcc.edu](mailto:donna.armelino@rrcc.edu).

***The best way to achieve full credit for your assignments is to have them completed on time and turned in on the due date.***

While it is not common practice, the instructor reserves the right to substitute assignments based on the class progress and understanding of material. ***Assignments and tests(when applicable) are expected to be completed by the designated due date to achieve full credit.***

## TENTATIVE COURSE SCHEDULE (MAY BE SUBJECT TO CHANGE)

Weekend Day	Activities
Friday, January 19, 2018	Foundational Concepts – Small Business Start-up Classroom Activities/Practical Application
Saturday, January 20, 2018	Guest Speakers Classroom Activities/Practical Application

## STUDENT HANDBOOK

The [RRCC Student Handbook](#) is your most current source of dates, resources, contacts, and policies.

## INCOMPLETE (I) GRADES

An "I" (incomplete) grade means that a student has not completed the course requirements due to circumstances as judged by the instructor to be beyond the student's control, BUT THAT THE STUDENT HAD BEEN ATTENDING CLASS AND HAS COMPLETED AT LEAST 75% OF THE REQUIRED COURSE WORK, including classroom attendance and participation. The student and the faculty member will enter into a contract that will outline the requirements and deadlines that the student must meet to successfully complete the course. It is not granted automatically. If the student fails to meet the terms of the contract, the student's grade will automatically become an F grade for the course.

## ACCESSIBILITY

Red Rocks Community College is committed to access for students with disabilities. If you are a student with a disability and need assistance or are interested in requesting accommodations, please contact [Accessibility Services](#). Faculty are not obligated to provide accommodations without proper notification by Accessibility Services and accommodations are not retroactive. Students may contact

the Access staff by telephone or email to make an intake appointment at 303-914-6733 or [access@rrcc.edu](mailto:access@rrcc.edu). Accessibility Services is located in Suite 1182 at the Lakewood campus. More information is available at [www.rrcc.edu/accessibility-services](http://www.rrcc.edu/accessibility-services).

## NON-DISCRIMINATION STATEMENT

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. Please direct discrimination inquiries to: Red Rocks Community College, Human Resources, 13300 W 6th Avenue, Lakewood, CO 80228-1255, 303-914-6298.

## MANDATORY REPORTING STATEMENT

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: **Arnie Oudenhoven, Executive Director of Human Resources/Title IX Administrator, 303-914-6298** or [Arnie Oudenhoven](mailto:arnie.oudenhoven@rrcc.edu) (arnie.oudenhoven@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 **Arnie Oudenhoven, Executive Director of Human Resources/Title IX Administrator, 303-914-6298** or [Arnie Oudenhoven](mailto:arnie.oudenhoven@rrcc.edu)

Further information may be found on the college [Human Resources](http://www.rrcc.edu/human-resources) web site: <http://www.rrcc.edu/human-resources/sexual-misconduct>.