

# SBM101-601 STARTING A SMALL BUSINESS WEEKEND COURSE

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Spring 2019 Syllabus :

Friday January 25, 2019 (5-10 pm ) & Saturday January 26, 2019 (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 25, 2019 5-10 pm &

Saturday, January 26, 2019 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

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 25, 2019

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 26, 2019

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)

Day/Activities

Friday – January 25, 2019: Foundational Concepts – Small Business Start-up; Classroom Activities/Practical Application

Saturday – January 26, 2019: Guest Speakers; Classroom Activities/Practical Application

## RRCC COLLEGE POLICIES

### ACADEMIC CALENDAR

The current [RRCC Academic Calendar](#) is your most accurate source of academic events and deadlines.

### STUDENT HANDBOOK

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

### RRCC CATALOG

For additional college policies, please see the current [RRCC Catalog](#)

### CAMPUS MAPS

Campus maps for both the Lakewood campus and the Arvada campus are available for assistance locating your classrooms and other campus services

### 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. 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.

## ACADEMIC MISCONDUCT

Academic misconduct consists of plagiarizing, cheating, or committing any other form of academic misconduct including, but not limited to, unauthorized collaboration, falsification of information, and/or helping someone else violate reasonable standards for academic behavior. Students who engage in any type of academic dishonesty are subject to both academic consequences (as determined by the instructor) and to disciplinary action, according to the current Student Handbook (<http://www.rrcc.edu/student-life/handbook>). All academic integrity incidents shall be sent to the Vice President of Student Success, Dr. Lisa Fowler.

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## CAMPUS CLOSURE INFORMATION

Did you know RRCC is exempt from the State Inclement Weather Policy and may remain open while other state government offices close? You can learn when bad weather or emergency conditions require that either of the Red Rocks campuses are closed via local news media, the RRCC website, or by calling the campus closure line at 303-914-6600.

## ACTIVATE AND USE YOUR STUDENT EMAIL ACCOUNT

RRCC communicates with students via email only through their student email address. For access information and instructions for setting up your account, please see the [student email website](#) .

## WHAT TO DO IN AN EMERGENCY – STANDARD RESPONSE PROTOCOLS

RRCC uses various communication formats to relay information about emergency situations on or affecting its campuses. Connect-Ed is the notification system the College uses to send emergency messages to its entire community. Emergency notifications are sent via e-mail, text (SMS), and voicemail to mobile or home phones. All students, staff, and faculty are automatically enrolled to receive emergency notifications via their school email, home phone, and work phone as available through the Banner system. To receive mobile phone and text messages (SMS), users must opt-in to this service. You can opt-in and update your phone numbers by visiting the “Your Alert System” page of

Self-Service Banner ([https://erpdnssb.cccs.edu/PRODRRCC/wt\\_emerg\\_ph.p\\_contact\\_info?refer=](https://erpdnssb.cccs.edu/PRODRRCC/wt_emerg_ph.p_contact_info?refer=)). A link to this page is also available on the dashboard of “The Rock” after you login; scroll down to the “Campus Safety” section.

RRCC follows the standard response protocols visible in each in classroom and around both campuses. The RRCC Emergency Management Plan and additional useful information are available via the RRCC Police Department homepage. **To report an emergency, contact 911.**

## 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, call Accessibility Services at 303-914-6733, 720-336-3893 (VP) or email Accessibility Services ([access@rrcc.edu](mailto:access@rrcc.edu)). More information is available at the Accessibility Services website ([www.rrcc.edu/accessibility-services/](http://www.rrcc.edu/accessibility-services/)). Note: Faculty are not obligated to provide accommodations without proper notification by Accessibility Services and accommodations are not retroactive.

## USE OF RECORDING DEVICES

Recording lectures or classroom discussions is prohibited unless:

- Written permission from the instructor has been obtained and all students and guest speakers have been informed that audio and/or video recording may occur.

OR

- A student is entitled to make audio and/or video recordings as an educational accommodation determined through Accessibility Services.

A student granted permission to record may only use the recording for their own learning and may not publish or post the recording on any medium or venue without the instructor’s explicit written authorization. For more information, please see SP 19-50 (<https://www.cccs.edu/sp-19-50-use-of-recording-devices/>). If you require an educational accommodation, contact Accessibility Services ([access@rrcc.edu](mailto:access@rrcc.edu); 303-914-6733).

## STUDENT CODE OF CONDUCT

Students are expected to adhere to the Student Code of Conduct. All allegations of violations shall be referred to the Chief Student Services Officer. For more information regarding the college’s discipline process, contact Dr. Lisa Fowler (303-914-6608) and see the current RRCC Student Handbook (<http://www.rrcc.edu/student-life/handbook>).

## EMERGENCY NOTIFICATIONS

RRCC uses various communication formats to relay information about emergency situations on or affecting its campuses. Connect-Ed is the notification system the College uses to send emergency messages to its entire community. Emergency notifications are sent via e-mail, text (SMS), and voicemail to mobile or home phones. All students, staff, and faculty are automatically enrolled to receive emergency notifications via their school email, home phone, and work phone as available through the Banner system. To receive mobile phone and text messages (SMS), users must opt-in to

this service. You can opt-in and update your phone numbers by visiting the “Your Alert System” page of Self-Service Banner ([https://erpdnssb.cccs.edu/PRODRRCC/wt\\_emerg\\_ph.p\\_contact\\_info?refer=](https://erpdnssb.cccs.edu/PRODRRCC/wt_emerg_ph.p_contact_info?refer=)). A link to this page is also available on the dashboard of “The Rock” after you login; scroll down to the “Campus Safety” section.

## REPORT A CONCERN

RRCC cares about the safety, health, and well-being of its students, faculty, staff, and community. You should refer individuals for whom you have a concern, who are exhibiting behaviors that pose a threat to safety, or those that cause a significant disruption to the RRCC community by completing the electronic form to report a concern (<https://cm.maxient.com/reportingform.php?RedRocksCC>). Please see the Behavioral Intervention Team website for more information (<http://www.rrcc.edu/behavioral-intervention-team>). **NOTE: In cases where a person’s behavior poses an imminent threat to you or another, contact 911 or RRCC Campus Police at 303-914-6394.**

## NON-CIVIL RIGHTS GRIEVANCE PROCESS

The student grievance process is intended to allow students an opportunity to present an issue which they feel warrants action. A grievable offense is any alleged action which violates or inequitably applies State Board for Community Colleges and Occupational Board Policies, Colorado Community College System President’s Procedures, or college procedures. Additionally, the student must be personally affected by such violation or inequitable action. For more information regarding the student grievance process, contact Dr. Steven Zeeh, Director of Campus Life (303-914-6372) and see the current RRCC Student Handbook (<http://www.rrcc.edu/student-life/handbook>).

## NON-DISCRIMINATION STATEMENT

Red Rocks Community College prohibits all forms of discrimination and harassment including those that violate federal and state law, or the State Board for Community Colleges and Occupational Education Board Policies 3-120 and 4-120. The College does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, physical or mental disability, veteran status, pregnancy status, religion, genetic information, gender identity, or sexual orientation in its employment practices or educational programs and activities. RRCC will take appropriate steps to ensure that the lack of English language skills will not be a barrier to admission and participation in vocational education programs.

The College has designated the Executive Director of Human Resources as its Title IX Coordinator with the responsibility to coordinate its civil rights compliance activities and grievance procedures. If you have any questions, please contact Red Rocks Community College, Office of Human Resources, 13300 W 6th Avenue, Lakewood, CO 80228, 303-914-6298.

You may also contact the Office for Civil Rights, U.S. Department of Education, Region VIII, Federal Office Building, 1244 North Speer Boulevard, Suite 310, Denver, CO 80204, telephone (303) 844-3417.



## 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, Executive Director of Human Resources at 303-914-6298. Further information may be found on the college Human Resources website (<http://www.rrcc.edu/human-resources/sexual-misconduct>).

## WHAT TO DO IN AN EMERGENCY – STANDARD RESPONSE PROTOCOLS

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