

FINANCING A SMALL BUSINESS (SBM 112-601 (CRN30577))

Spring 2020 – Syllabus

Contact Information

Instructor: Paul D. Weinrauch

Office: 0552

Office Hours: Tuesday's 9-12p & Thursday's 3-5p

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COURSE MEETING DATES AND TIMES

Start and End Dates: April 3rd and April 4th

Meeting Days: Friday and Saturday

Start and End Times: Friday: 5p-10p and Saturday: 8a-5p

Location: East Building 2301

Students can contact me via D2L course email or paul.weinrauch@rrcc.edu. I will make my best effort to respond within 4-8 hours.

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.

REQUIRED TEXTBOOK/COURSE MATERIALS

- Get your business funded
 - ISBN-13: 9781118086650
 - Purchase the book before the Friday night class as there is reading required before class.
- Supplies
 - Notebook, Calculator, Pencils with erasers
 - Laptop (Laptops are available in the classroom)

COURSE DESCRIPTION:

Brief overview of the basics of financing a small business. Topics include sources of capital, types of business loans and maintenance of cash flow.

Credit hours: 1

COURSE PREREQUISITE/CO-REQUISITES

No Prerequisite

GT PATHWAYS STATEMENT, CONTENT CRITERIA, COMPETENCIES, AND STUDENT LEARNING OUTCOMES

STANDARD COMPETENCIES

- I. Evaluate the process of getting started (I, II, III)
- II. Analyze estimation of money needs (IV)
- III. Evaluate the importance of planning (V)

- IV. Analyze your market and your competition (VI)
- V. Analyze money sources for your business (VII)
- VI. Analyze Small Business Administration programs (VIII)
- VII. Evaluate your money attitude (IX)
- VIII. Evaluate the process of writing a winning loan proposal (X)
- IX. Analyze how to present your plan (XI)
- X. Review eleven guidelines for finding money for your small business (XII)

TOPICAL OUTLINE

- I. Getting started
 - a. Existing business
 - b. Starting a business
- II. Success and the five money keys
- III. Startup, buyout or franchise
- IV. Estimating money needs
 - a. Cash flow management
 - b. Budgeting
 - c. Uses of money
- V. Cash flow considerations
- VI. Why planning is important
 - a. Preparing your plan
 - b. Planning worksheet
 - c. Three kinds of plans
- VII. Know your market and your competition
 - a. What is your market
 - b. Market research
 - c. Finding the right people
 - d. Keeping customers
 - e. Finding the right location
 - f. Know your competition
 - g. Know how your competitors make money
 - h. Sources of competitive information
- VIII. Money sources for your business
 - a. Two types of financing
 - b. Traditional sources
 - c. Nontraditional sources
- IX. Small Business Administration programs
 - a. Guaranteed loan program
 - b. Specialized guaranteed loan programs
 - c. Other loan programs
- X. What's your money attitude?
 - a. What is money?
 - b. Common misconceptions
 - c. What the lender thinks
- XI. Writing a winning loan proposal
 - a. Startup money needs
 - b. Importance of financial planning
 - c. Constructing a cash flow projection
 - d. Basic principles
 - e. Packaging your idea
 - f. Four steps toward getting your loan

- g. How to put your loan proposal together
- h. Asking for your loan
- XII. How to present your plan
 - a. Four steps to effective presentations
 - b. Visual aids
 - c. Final preparations
- XIII. Eleven guidelines for finding money for your small business

COURSE REQUIREMENTS / EXPECTATIONS

GRADING POLICY

METHODS OF EVALUATION / GRADING / ASSESSMENT

60% - Attendance (minimum of 11.5 hours for full credit)

40% - In-class exercises & group discussions

GRADING SCALE

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: 0-59%

IMPORTANT DATES

[REQUIRED – required wording as follows:]

STUDENTS: PLEASE VERIFY THE SPECIFIC DROP AND WITHDRAW DATES FOR THIS COURSE IN YOUR “[Detailed Student Schedule \(with Drop-Withdrawal Dates\)](https://erpdnsb.cccs.edu/PRODRRCC/wt_student_sched.P_DisplayStudentSched)” LINK IN THE ROCK, UNDER THE STUDENT TAB
 (https://erpdnsb.cccs.edu/PRODRRCC/wt_student_sched.P_DisplayStudentSched)

DROP/CENSUS DATE (LAST DAY TO DROP WITH A REFUND)

This is the last day you can remove yourself from this class without having to pay for the class and without the class showing on your permanent student record. If you are considering dropping the class, please talk to your instructor first. If you are on financial aid, you should also consult a financial aid advisor before dropping a class. All students are encouraged to see an academic advisor about how dropping may affect their goals.

WITHDRAW DATE (LAST DAY TO WITHDRAW WITH A “W”)

This is the last day you can remove yourself from this class and receive a “W” for the class instead of a grade. You are responsible for payment. If you are considering withdrawing from the class, please talk to your instructor first. If you are on financial aid, you should consult a financial aid advisor before withdrawing from a class. All students are encouraged to see an academic advisor about how withdrawing may affect their goals.

ATTENDANCE POLICY

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.

MAKE-UP / LATE WORK POLICIES / EXTRA CREDIT

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.

Students can submit late work by **April 4, 2020 before 11:59PM.**

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

ACADEMIC INTEGRITY STATEMENT / ACADEMIC DISHONESTY

Academic Misconduct: 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 as outlined in the RRCC disciplinary procedures.

CLASSROOM CONDUCT

Use of cellular device is prohibited during class, please turn to silent, vibrate or off. Please quietly excuse yourself if necessary. Disruption in class could affect your grade and possible expulsion.

RRCC SYLLABUS INSERT – REQUIRED AND ADDITIONAL INFORMATION

All students are required to be familiar with the information contained in the RRCC Syllabus Insert document. In addition to your instructor reviewing the required content in class, the RRCC SYLLABUS INSERT can be found as an announcement on all D2L landing pages (where you have access to all of your courses) and in the “Student Resources” pull-down menu.

READING

DAY ONE – FRIDAY

Required Reading

- Chapters 1 through 9 will be covered in the first class. Please read prior to class so you are prepared to work through exercises related to this material and the financial concepts discussed.

DAY TWO - SATURDAY

Required Reading

- Chapters 10 through 23 will be covered in the second class. Please read prior to class so you are prepared to work through exercises related to this material and the financial concepts discussed.