

# VALENCIA COLLEGE

## West Campus Business Division

### **SBM1000 Small Business Management CRN25922 Spring 2024**

TERM PERIOD: Jan 8<sup>th</sup> to April 28<sup>th</sup> 2024

CREDIT HOURS: 3

PREREQUISITES: None

CLASS MEETING ROOM: ONLINE

DAY/TIME: ONLINE

PROFESSOR: Dr. Luis Pizarro

OFFICE: West Campus, Building 11, Office 200A

PHONE: 407-582-7532

EMAIL: [lpizarro3@valenciacollege.edu](mailto:lpizarro3@valenciacollege.edu)

FACULTY FRONT DOOR: <http://frontdoor.valenciacollege.edu/?lpizarro3>

Office Hours: **Note:** For virtual meetings, please first email or call me first so that we may set up a time. Also, if I am available, we can certainly meet virtually outside of the stated time frames.

On campus:

My office Mondays from 8am to 10am, and Tuesdays and from 8am to 10am

Virtual:

Wednesdays 8am to 11am

Thursday from 8am to 10am

Fridays from 8am to 9am

**Important dates:**

Full term Jan 8<sup>th</sup> thru April 28<sup>th</sup> 2024

Drop/Refund deadline by 11:59pm: Jan 16<sup>th</sup> 2024

No show reporting period: Jan 18<sup>th</sup> to the 27<sup>th</sup> 2024

Student initiated withdrawal: March 15<sup>th</sup> 2024

Faculty initiated withdrawal by 11:59pm: April 21<sup>st</sup> 2024

### **College Closed**

Jan 15<sup>th</sup>, 2024, MLK

Feb 9<sup>th</sup>, 2024, Learning day

March 18 to the 24<sup>th</sup> 2024 Spring Break

**COURSE DESCRIPTION:** This course provides basic principles needed for successfully starting and maintaining a traditional and Web-based small business, including procedures for planning, locating, operating, evaluating, and controlling a small business. Presents basic foundations of budgeting, marketing, research, promotion, profit analysis and advertising. This course is recommended for students interested in starting their own business, currently operating a small business, or currently employed in a small business environment. This course is structured for the entrepreneur in a traditional as well as an electronic environment.

**TOPICS/AREAS COVERED\***

1. Careers in Small Business Management
2. Understanding Differences Between Corporate Culture and Small Business Culture
3. Start-up Dynamics
4. Family Business
5. Competing with Large Competitors for Human Resource Talent
6. Attracting and Maintaining Customers
7. Opportunity Recognition and Social Venturing
8. Analysis of Business Plans for Strengths and Weaknesses
9. Franchising, Licensing and Other Legal Considerations
10. Finding Investment and Maintaining Profitability

\*Consider this: 99.7% of U.S. companies are small businesses; and the majority of American workers are employed by small businesses. This course prepares students for professional positions they, statistically speaking, are likely to experience at some stage of their careers. While management and marketing science apply across industries, small business culture is different than corporate culture in many important ways. This course explores these differences.

This course is also of practical value to students interested in corporate and public service career paths, since small businesses play a vital role in the supply chains of larger firms. A corporate executive or public service professional who understands small business management is better positioned to identify new trends and select better supply chain partners. At the conclusion of this course, students will have deep insight into whether their skills, interests and talents are best suited for a corporate, non-profit, governmental, or small business management career paths.

This course reinforces the [Valencia Student competencies](#).

**Course's Major Learning Outcomes**

- Students will be able to understand and appreciate the skills, attitude, and perseverance required to create and build a small business. This MLO will be assessed through a multiple-choice exam, case study analysis, and discussion posts.

- Students will be able to have competence in creating a roadmap for a successful business - the Business Plan. This MLO will be assessed through a multiple-choice exam, case study analysis, and discussion posts.
- Student will be able to have skill in locating resources for Small Business development. This MLO will be assessed through a multiple-choice exam, case study analysis, and discussion posts.
- Student will be able to gain experience in the utilization of common evaluative tools to measure business performance. This MLO will be assessed through a multiple-choice exam, case study analysis, and discussion posts.

DOWNLOAD Free Textbook: [Small Business Management in the 21st Century](#)

Please Note: This course does not require the purchase of any digital resources.

### [Weekly Course Assignment Schedule](#)

Course Schedule: Please see the Home tab of Atlas for a list of assignment due dates.

Assessment: This course will measure learning to ensure major learning outcomes are achieved.

- Multiple-choice demonstrates your ability to recall management concepts drawn from lectures, your notes and reading the text (and supplementary course materials). This assessment method also demonstrates your ability to think critically when selecting the best answer to a given question.
- Case Study analysis demonstrates your ability to integrate small business management theory into practice. What you should see: When managers follow the best practices discussed in class—they experience success. Problems arise when managers stray from management science and manage primarily by intuition or intimidation. Case study analysis in this course will place you in the position of a small business manager faced with important management decisions.
- Peer-to-Peer communication is vitally important in any managerial career. Look to major conflicts within teams and organizations and you'll inevitably see communication is somehow related. In this course, weekly discussion board assignments will demonstrate your ability to communicate effectively in writing; and provide valuable feedback to your peers. Emphasis—when formulating discussion board grades—is placed on critical thinking, courtesy, punctuality and professionalism.

### Grading

Submitted content is assessed on a cumulative 1,000 points. Because punctuality is an essential trait of effective managers—and graded assignments are discussed in-depth (both in grade-

books and discussion threads) once assessment is complete—late submissions are generally not accepted. Contact Dr. Pizarro if you anticipate being unable to complete work by a due date.

Three (3) multiple choice quizzes\*. Each exam will consist of 20 - 25 questions. Students may use their textbooks, notes and supplementary materials.

- Total Points Available: 300
- 30% of Final Grade

Case Studies – Two case studies will be analyzed during the course. Students will look at real and/or hypothetical scenarios and make recommendations to small business owners.

- Total Points Available: 300
- 30% of Final Grade

Analysis and Peer-to-Peer Communication – There will be nine (9) discussions created, which allows you to analyze small business management topics; *and provide feedback to your classmates*. This learning method is designed to sharpen writing and critical thinking skills; demonstrate an ability to research management issues; and communicate effectively in a virtual setting.

- Total Points Available: 400
- 40% of Final Grade

\* This course does not have a “Final Exam”. That is, the 3rd exam is not cumulative for the entire semester. Students who miss the 3rd exam will earn a zero grade, which be calculated into the weighted average.

**Your course grade will be determined by the following scale:**

90 - 100	A
80 – 89.9	B
70 – 79.9	C
60 – 69.9	D
0 - 59.9	F

Course and College Policies

College Policies

A full description of all College policies can be found in the [College Catalog](#); [Policy Manual](#); and the [Student Handbook](#).

Attendance Policy

Online courses move swiftly, and it is easy for students to fall behind if not actively engaging in class discussions. Peer-to-Peer communication—facilitated through weekly discussion posts—is the primary method of keeping attendance in online classes. If you miss a discussion board post, your instructor may message you (via your grade book) to ascertain if there are any problems preventing your participation. Students who fail to complete three (3) successive discussion posts may be reported for possible withdrawal from the course for lack of participation.

**NOTE: Regarding extended absences for non-extenuating circumstances:** I understand that sometimes we make plans in the middle of other responsibilities. However, I do not consider events like taking vacation, trips and the likes as justifiable situations that meet extenuating circumstances. Therefore, if you have planned on going away for an extended period of time (I consider extended missing more than two consecutive weeks' worth of class participation in any modality), I strongly suggest that you familiarize yourself with your [student handbook](#), specifically College Policy [6Hx28: 4-7: Academic Progress, Course Attendance and Grades, and Withdrawals](#)

Again, I understand that sometimes we cannot just plan our lives around our work or academic responsibilities, but I am a firm believer that you must learn to balance both now so that when you enter the workforce later you do not do so with unrealistic expectations. Therefore, take note that I do not make exemptions or exceptions for non-extenuating circumstances. Unjustifiable being and mostly meaning emergency situations. This shared, if you plan or have planned to be absent for an extended period as explained above (as per the syllabus), I do expect you to continue to complete due work on time.

### Make-Up Policy

Students are adult learners responsible for both their actions and inaction. As such, tardiness is considered unprofessional and is generally not condoned.

Weekly discussion board posts are not accepted late for academic credit since feedback is given to the class, which would give the student who submits late an unfair advantage.

- Original/Initial discussion postings (not including peer responses where applicable) MUST be submitted by Thursdays by 11:59pm. There will be a 25% deduction for posts that do not meet this expectation. Peer responses, where applicable, may be submitted thru Sundays no later than 11:59pm.
- Discussions, where peer responses are required, will be deducted 50% of total points for not meeting peer responses (whether one or two) expectations.
- Case study multiple-choice exams may be submitted late given extenuating circumstances. Such late work will be accepted on a case-by-case basis, but only when

students have made prior arrangements with the instructor at least 48 hours before assignment's due dates.

### Academic Honesty

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11

### Student Code of Conduct

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

### Withdrawal Policy

Students who are enrolled, but do not participate during the first week of the course will be classified as “no show” students and may be withdrawn from the course by Dr. Pizarro

A student is permitted to withdraw from a class on or before the withdrawal deadline as published in the [College's Important Dates Calendar](#).

A student is not permitted to withdraw from a class after the withdrawal deadline. However, the professor is permitted to withdraw a student from the class for violation of the professor's attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member's syllabus.

- A student who withdraws from a class before the withdrawal deadline will receive a grade of "W."
- A student who is withdrawn by a professor will receive a grade of "W."
- A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or another grade as determined in consultation with the professor.
- Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

***\* Ultimately, it is the student's responsibility to withdraw himself or herself from the course \****

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work. Missed assignments shall receive zero points. A grade of "I" or Incomplete may be posted at the term's end by the professor only under extenuating circumstances.

## CLASS POLICIES:

1. Multiple Choice Exams will be made available for a full week. Students will have 120-minutes to complete online exams.
2. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.
3. Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
4. Students with disabilities who qualify for academic accommodations must provide a letter from the Office of Students with Disabilities, and accommodations will be based upon said documentation. Contact OSD directly at West Campus SSB 102, ext. 1523.

## Student Support Services

### *Note to International Students (F-1 or J-1 Visa)*

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia's [International Student Services](#) office for more information.

### Statement of Support for Students with Food/Housing/Financial Needs

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](#) for information about resources that may be available from the college or community.

## Student Assistance Program

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with your instructor as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with your instructor as soon as possible in order to create a plan for the best course of action.

## Laptop Loaner Program

Due to the COVID-19 situation and shift to virtual/online learning, Valencia is currently loaning laptops to students in need. You can request a laptop by completing the request [form](#). This link will take you to the Atlas log-in screen, and then to the form. Laptops are distributed on a first-come-first-served basis, so if you are in need, request a laptop early.

## Learning Support

**Technology:** As a Valencia student, you have access to Microsoft Word (as well as Microsoft Excel, Powerpoint, etc) free for personal use. You can learn more about accessing these applications in [Atlas](#), on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."

**Distance Tutoring & Technology Support at Valencia:** You can easily access Valencia's free distance tutoring and tech support from a computer, laptop, or mobile device.

Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.

Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint). Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to a PC. Tech support is available live (on-demand) via Zoom, by appointment, or via email. Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the "Help" icon.

To get started using the Distance Tutoring and Learning Technology Support services, please visit [www.valenciacollege.edu/tutoring](http://www.valenciacollege.edu/tutoring). Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

### Hours of Operation:

Monday-Friday: 8 am – 10 pm

Saturday & Sunday: 9 am – 7 pm

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**\*DISCLAIMER: At the discretion of the instructor, the schedule, procedures, and assignments are subject to change in the event of extenuating circumstances, OR students' collective assignment completion behaviors. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise**

during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.