

Small Business Management – SBM 1000 - CRN 25549

Class Policies & Course Syllabus

Spring 2024

COURSE DESCRIPTION:

This course prepares students to understand small business dynamics. Various learning methods—with an emphasis on case study and class discussion boards—are used to demonstrate how small business management can provide students with a vehicle for career advancement. Students will also learn how effective small business management positively influences society through social entrepreneurship and innovation. Best practices related to leadership, management, diversity, marketing, entrepreneurship, and money management are explored in detail.

CREDIT HOURS: 3

PREREQUISITES: None

CLASS MEETING ROOM: Online

DAY/TIME: N/A

PROFESSOR: Dr. Matthew G. Kenney

OFFICE: West Campus, Building 11, Office 200B

PHONE: 407-582-1225

EMAIL: mkenney5@valenciacollege.edu

Office Hours: Monday- Friday: 12:45pm - 2:45pm. On-campus Tuesday and Thursday. By Appointment. Please email if you would like to schedule a Zoom meeting.

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](#)[Links to an external site.](#).

Course's Major Learning Outcomes

- **Students will be able to understanding and appreciation of 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.

Free Textbook: [Small Business Management in the 21st Century](#)[Links to an external site.](#).

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

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. Kenney 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 (8) 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

Attendance Policy –With the Covid-19 situational factors at play, students should stay home if feeling ill. The general policy is that students are allowed three (3) unexcused absences. A fourth absence will result in notice of excessive absenteeism; and a fifth absence will result in withdrawal from the course. Of course, if there are extenuating circumstances exceptions can be made. Withdrawal will be made on a case-by-case basis until the Covid-19 pandemic has abated. The Attendance feature of Canvas may be used to weigh attendance and tardiness at the instructor's discretion, with point values of 1 - 100 points.

Make-Up Policy – Students are adult learners responsible for both their actions and inaction. As such, tardiness with regard to completing assignments 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. Case study multiple choice exams may be submitted late given extenuating circumstances. Such late work will be accepted on a case-by-case basis.

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 withdrawn from the course by Dr. Kenney.

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

A student is not permitted to withdraw from a class after the withdrawal deadline. 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 other 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".

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 term's end by the professor only under extenuating circumstances.

CLASS POLICIES:

1. Multiple Choice Exams will be made available for a full-week. There is no time-limit. However, students should complete in one session to avoid being timed-out.
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.

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

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](#)[Links to an external site.](#) 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 CenterLinks to an external site.](#) for information about resources that may be available from the college or community.

COLLEGE POLICIES: A full description of all College policies can be found in the [College CatalogLinks to an external site.](#) ; [Policy ManualLinks to an external site.](#) ; and the [Student HandbookLinks to an external site.](#).

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 Dr. Kenney 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 Dr. Kenney as soon as possible in order to create a plan for the best course of action.

Pooky's Pantry: Valencia offers students access to a food pantry, located in the Student Development Office (Building 3 - West Campus). If your food budget is tight, for whatever reason, please consider using this resource. Nourishment is an important for our health and academic success. If you are experiencing any form of food insecurity, please reach-out to Dr. Kenney for guidance in accessing institutional resources. [The Food and Meal Resource GuideLinks to an external site.](#) provides a list of food providers throughout Central Florida. Please download and share with anyone you know who is experiencing hunger and/or food insecurity.

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 at <https://valenciacollege.edu/laptop> . 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: 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 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. 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

***DISCLAIMER:** At the discretion of the instructor, the schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. 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.

Computer/Equipment Use Policy:

Use of computers in the Business, IT, and Public Service classrooms at Valencia Community College is restricted to those activities designated by the instructor to enhance the class materials. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to: Use of computer to send E-mail or access Internet sites not specifically assigned in class. Use of computer for job, internship, homework or other activities not assigned in class. Modifying any hardware or software system configuration or setting.

Activities not in accordance with the Valencia Student Code of Conduct Use of computers in the departmental open lab is limited to those activities involved with preparing homework or coursework in this department and is subject to the same restriction as listed above. Computer use is remotely monitored; any student using computers inappropriately may be subject to dismissal from class or banishment from the lab.

Subsequent offense may be sent to the campus administration for further disciplinary action.

Students with Disabilities:

Students with disabilities who qualify for academic accommodations must provide a notification from the Office for Students with Disabilities (OSD) and discuss specific needs with the instructor, preferably during the first two weeks of class. The Office for

Students with Disabilities determines accommodations based on appropriate documentation of disabilities.

Valencia I.D. Cards

Valencia ID cards are required for LRC, Testing Center, and IMC usage. No other form of ID at those locations will be accepted. Possession and utilization of a Valencia ID is mandatory in order to obtain these services.

Course Summary:

Date	Details	Due
Sun Jan 14, 2024	Discussion Topic Discussion #1	due by 11:59pm
Sun Jan 21, 2024	Discussion Topic Discussion #2	due by 11:59pm
Sun Jan 28, 2024	Discussion Topic Discussion #3	due by 11:59pm
Sun Feb 4, 2024	Quiz Quiz #1 - SBM 1000	due by 11:59pm
Sun Feb 11, 2024	Discussion Topic Discussion #4	due by 11:59pm
Sun Feb 18, 2024	Discussion Topic Discussion #5	due by 11:59pm
Sun Mar 3, 2024	Assignment Video Case Study #1	due by 11:59pm
Sun Mar 10, 2024	Discussion Topic Discussion #6	due by 11:59pm
Sun Mar 17, 2024	Quiz Quiz #2 - SBM 1000	due by 11:59pm
Sun Mar 24, 2024	Discussion Topic Discussion #7	due by 11:59pm
Sun Mar 31, 2024	Discussion Topic Discussion #8	due by 11:59pm
Sun Apr 7, 2024	Assignment Video Case Study #2	due by 11:59pm

Date	Details	Due
Sun Apr 21, 2024	Quiz Quiz #3 - SBM 1000	due by 11:59pm
	Assignment Roll Call Attendance	