**SYLLABUS**

**COURSE INFORMATION**

**Course Name:**Small Business Management

**Course ID/Section:**SBM 1000 - CRN 11982

**Term/Year:**Fall 2024

**Modality:**Online

**Length of Term: 8** weeks

**Credit Hours:**3

**INSTRUCTOR CONTACT INFORMATION**

**Instructor:**Dr. Marie Philippe

**Email:**mphilippe7@valenciacollege.edu

**Phone: 407-504-1151**

**Office Location:**Online

**Office Hours: Virtual Only (e-mail or preset time for live communication)**

**COURSE DESCRIPTION**

**Catalog 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.

**COURSE OUTCOMES**

1. Understanding and appreciation of the skills, attitude, and perseverance required to create and build a small business.
2. Competence in creating a road map for a successful business - the Business Plan.
3. Skill in locating resources for Small Business development.
4. Experience in the utilization of common evaluative tools to measure business performance.

**TEXTBOOK & REQUIRED MATERIALS**

You are not required to purchase a textbook for this course. Instead, we will discuss current events and use free supplemental resources such as academic journals, videos, and case studies in addition to the following free Open Education Resources e-book:

[Small Business Management in the 21st CenturyLinks to an external site.](https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/)

In addition to the e-book, we will be discussing current events and using supplemental resources such as academic journals and videos.

**COMPUTER/EQUIPMENT REQUIREMENTS**

You will need a computer or access to a computer to complete all of the assessments for this course.

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."

**TECHNOLOGY ACCESS/SKILLS**

You may want to consider using Mozilla Firefox as your internet browser.  If you have issues with your browser, try clearing your history, cookies, and cache.  If you still experience any difficulties in Canvas, please contact VC Canvas help at 407-582-5600 so they can help you navigate the issue.

**COURSE COMPETENCIES**

The course seeks to strengthen students’ skills applicable to Valencia’s Student Core Competencies: **Think**, **Value**, **Communicate**, and **Act** described in the [Valencia College CatalogLinks to an external site.](http://valenciacollege.edu/competencies).

**IMPORTANT DATES**

**Start Date:**Friday, October 11th

**End Date:**Sunday, December 8th

**Withdrawal Deadline:**Friday,November 15th

**Drop/Refund Deadline:**Friday, October 18th

[**College Calendar**Links to an external site.](http://valenciacollege.edu/calendar)

**COLLEGE POLICIES**

**No Show Policy**

Class attendance is required for online classes; students who are not actively participating in an online class and/or do not submit the required attendance activity or assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a "no show". If you are withdrawn as a “no show,” you will be financially responsible for the class and a final grade of “WN” will appear on your transcript for the course. The policy can be located at the following link: http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/

**Withdrawal Policy**

Per [Valencia policyLinks to an external site.](http://catalog.valenciacollege.edu/academicpoliciesprocedures/courseattemptscoursewithdrawal/) a student who withdraws from class before the established deadline for a particular term will receive a grade of “W. The withdrawal deadline for this class is November 17th, 2023. A student is not permitted to withdraw after the withdrawal deadline.

A faculty member **will**withdraw a student up to the withdrawal deadline for violation of the class attendance policy. A student who is withdrawn by faculty for violation of the class attendance policy will receive a grade of “W”. After the withdrawal deadline, faculty will not withdraw a student and the student will receive the grade earned at the end of the course. 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.” If you do not intend to complete the course, you must withdraw yourself prior to the withdrawal date.

If you drop the course(s) by the Drop/Refund Deadline, which is 10/21/23 for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See *(College Policy: 6HX28:06-08.1 Student Fees and Refunds) for more information.*

**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.](http://valenciacollege.edu/international/) office for more information.

**College Student Conduct Policy**

Valencia is dedicated not only to the advancement of knowledge and learning but also to the development of responsible personal and social conduct. As a registered student, you assume the responsibility for conducting yourself in a manner that contributes positively to Valencia’s learning community and that does not impair, interfere with, or obstruct the orderly conduct, processes, and functions of the college as described in the [Student Code of ConductLinks to an external site.](https://valenciacollege.edu/students/conduct/index.php).

**Academic Honesty**

All forms of [academic dishonestyLinks to an external site.](https://valenciacollege.edu/students/disputes/academic-integrity.php) are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.

All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, the source shall be appropriately acknowledged. If a student is caught submitting plagiarized work a first offense will result in a zero score on the assignment, a second offense will result a class grade of F.

**Students with Disabilities**

Valencia is committed to ensuring that all of its programs and services are accessible to students with disabilities. [The Office for Students with Disabilities (OSD)Links to an external site.](http://valenciacollege.edu/osd/) determines reasonable and appropriate accommodations for qualified students with documented disabilities based upon the need and impact of the specific disability.

Any student requiring course accommodations due to physical, emotional or learning disability must contact the instructor and provide a *Notification to Instructor* form by the end of the second week of class. To obtain a letter of accommodation, contact OSD at 407-582-2229.

**Baycare Student Assistance Services**

Valencia College strives to ensure 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)Links to an external site.](http://catalog.valenciacollege.edu/studentservices/baycarestudentassistanceservices/) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. If needed, the counselor may refer the student to appropriate resources or to speak face-to-face with a licensed counselor.

**COLLEGE LINKS**

[**College CatalogLinks to an external site.**](http://valenciacollege.edu/catalog/)

[**Valencia Policy Manual**Links to an external site.](https://valenciacollege.edu/about/general-counsel/policy/)

[**Student Handbook**Links to an external site.](https://valenciacollege.edu/students/student-services/documents/student-handbook.pdf)

[**Microsoft Office Instructions for free software**Links to an external site.](https://valenciacollege.edu/employees/office-of-information-technology/network-and-info-security-services/office-365.php)

[**Course SupportLinks to an external site.**](http://valenciacollege.edu/learning-support/)**:** onsite, online tutoring, writing help, etc.

**COURSE POLICIES**

**Attendance Policy**

If you do not attend, as described below, for two weeks in the semester, you are subject to withdrawal. Attendance is recorded when you must submit at least one of the following items each week:

1. Submit an academic assignment.
2. Submit a quiz or exam.
3. Participate in a posted online academic discussion.

Logging into Canvas without submitting one of the above items does not count for attendance.  If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having “attended” the course, those instructions apply in addition to the minimal requirements listed above. The online course environment weeks run from Monday at 12:00 am EST to Sunday at 11:59 pm EST.

**Late Work/Makeup Policy**

The student is responsible for submitting all assessments before their respective due dates. Late submissions will not be accepted unless a documented extenuating circumstance such as hospitalization, death of an immediate family member, etc. is provided to the professor. Whenever there is a difference between the course summary due date in the syllabus and the date indicated in the learning module, the date shown in the actual learning module prevails.

**Copyright Policy**

Students must do their own work; there are no exceptions.  All written assignments are submitted to an online plagiarism checker. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.

**Third Party Software & FERPA Policy**

Valencia College has a firm commitment to protecting the privacy rights of its students.

**Communication Policy**

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, Canvas announcements, etc.) may affect your grade and are the responsibility of the student.

**DISCLAIMER STATEMENT**

Changes to the course calendar may be made at the discretion of the professor, and students will be notified of any changes in class and/or via the Canvas Inbox conversations tool.

Course Summary:

| **Date** | **Details** | **Due** |
| --- | --- | --- |
| Sat Oct 19, 2024 | Quiz [Required Attendance Quiz](https://valenciacollege.instructure.com/courses/210155/assignments/5844383) | due by 11:59pm |
| Discussion Topic [Week 1 Discussion: Introductions](https://valenciacollege.instructure.com/courses/210155/assignments/5844389) | due by 11:59pm |
| Discussion Topic [Week 1 Discussion: Small Business Administration](https://valenciacollege.instructure.com/courses/210155/assignments/5844388) | due by 11:59pm |
| Sat Oct 26, 2024 | Discussion Topic [Week 2 Discussion: The Paradox of Value](https://valenciacollege.instructure.com/courses/210155/assignments/5844387) | due by 11:59pm |
| Sat Nov 2, 2024 | Assignment [Week 3: Written Response - Business Plan](https://valenciacollege.instructure.com/courses/210155/assignments/5844390) | due by 11:59pm |
| Sat Nov 9, 2024 | Assignment [Week 4 Written Responses: Marketing Mix, Value, and Consumer Segmentation](https://valenciacollege.instructure.com/courses/210155/assignments/5844391) | due by 11:59pm |
| Sat Nov 16, 2024 | Discussion Topic [Week 5 Discussion: Pricing Strategies](https://valenciacollege.instructure.com/courses/210155/assignments/5844386) | due by 11:59pm |
| Sat Nov 23, 2024 | Discussion Topic [Week 6 Discussion: Accounting and Cash Flow](https://valenciacollege.instructure.com/courses/210155/assignments/5844385) | due by 11:59pm |
| Sat Dec 7, 2024 | Discussion Topic [Week 8 Discussion: People and Organization](https://valenciacollege.instructure.com/courses/210155/assignments/5844384) | due by 11:59pm |
| Assignment [Week 7: Written Response -NOTE -ASSIGNMENT IS NOT DUE UNTIL DECEMBER 7th 2024](https://valenciacollege.instructure.com/courses/210155/assignments/5844392) | due by 11:59pm |