

Fall 2015



South Portland, Maine 04106

Title: So You Think You Want to Own a Small Business

Catalog Number: FIGS-100-09

Credit Hours: 1

Classroom:

Total Contact Hours: 15

Meeting Times: T/Th 3:00 - 3:50 PM

**Course runs from 10/27/2015 through 12/19/2015, First day of class is October 27, 2015*

Lecture (or Lab): Lecture

Instructor: Michelle Neujahr

Office Hours: T/Th 9-11 AM, 4-5 PM

Office Phone: 207.741.5936

Instructor Office Location: Hague Hall 114

Email: mneujahr@smccme.edu

Course Syllabus

Course Description

Freshman Interest Groups (FIGs) are theme based one-credit courses that combine college success skills, goal exploration and setting, and financial literacy with the investigation of a topic. This FIG will explore the topic of entrepreneurship. Students will explore what it takes to start a small business. Topics covered will include writing a business plan, exploring the elements of a feasibility study and the understanding the traits of successful entrepreneurs. As the result of this course, students will be able to write a simple business plan, assess their entrepreneurial skill set and analyze a business to determine feasibility. Freshman Interest Groups (FIGs) are theme based one-credit courses that combine college success skills, goal exploration and setting, and investigation of a topic

Course Objectives

After successfully completing the course, the student will be able to:

- Describe and apply effective study skills, test taking, and time management strategies
- Explore career and academic opportunities using a variety of tools
- Develop and articulate achievable academic goals
- Demonstrate proper note taking techniques using the Cornell method
- Apply the concept of SQ3R to reading a textbook
- Understand the business plan process and its role in starting a business.
- Understand the elements of a feasibility study
- Explore small business ownership and the entrepreneurial mindset

Topical Outline of Instruction

Class One: Course Overview, SQ3R

Class Two: Chapter 1, Entrepreneurial Mindset and Business Ownership Overview

Class Three: Chapter 2, Identifying Opportunities

Class Four: Chapter 4, Feasibility Study

Class Five: Chapter 5, Elements of a Business Plan

Class Six: Chapter 7, Business Model Canvas

Class Seven: Chapter 10, SWOT Analysis

Class Eight: Guest Speaker – College Entrepreneur

Class Nine: Chapter 11, Marketing and Networking

Class Ten: Presentations

Course Requirements

For successful completion of this course students must attend 80% or more of class meetings, take notes, complete course Pre-test and Post-test, complete SALT financial literacy assignment, complete My Career Center assignment, complete a business model canvas, give a short oral presentation and turn in all assigned homework on time.

Student Evaluation and Grading

Course Pre-test	5%
Course Post-test	5%
SALT financial literacy assignment	5%
My Career Center assignment	5%
Homework Assignments [5]	30%
Business Model Canvas	15%
Presentation	15%
Attendance/Participation	20%

Attendance: You must attend 80% or more of class meetings. Late arrival will count as half an absence. Attendance at less than 80% of class meetings will result in failure for the course.

Text, Tools and / or Supplies: Staley, C. (2012), *Southern Maine Community College: Focus on Success*, Cengage Learning, ISBN # 9781285117058

End-of-Course Evaluation: Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 PM following the last day of the class. You will receive an email to your student email account when course evaluations are available.

ADA Syllabus Statement: Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

SMCC Pay-for-Print Policy

Per Page Costs: Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The cost varies depending upon page size and whether printing is done in black and white or color.

- There is a \$.10 per page fee for standard 8.5" by 11" black and white documents.
- The reverse sides of duplex (double-sided) documents are free.
- There is a \$.50 per page fee for standard 8.5" by 11" color documents.
- There is a \$.20 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) black and white documents.
- There is a \$1.00 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) color documents.

Duplex charges (printing on both sides of a page) work in the following fashion: One page is \$0.10, two pages are \$0.10, three pages are \$0.20, and four pages are \$0.20, etc. The flipsides are free, but another sheet of paper is \$0.10. Please be aware that a document with any color at all (when printed to a color printer) will by default be printed in color. You are responsible for setting the print job to print black and white if you do not need color. For directions, please go to the IT Help tab in My SMCC.

How does it work? The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, the Academic Achievement Center, Noisy Lounge and technology labs). Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up.

Refunds: Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Why is SMCC charging for printing? The pay-for-print system is an effort to control escalating printing costs. Charging for printing helps offset the increasing cost of supplies and encourages students to conserve resources. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an email to helpdesk@smccme.edu. Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account.

Add-Drop Policy: Students who drop a course during the one-week “add/drop” period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation “W” will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Plagiarism Statement

Adherence to ethical academic standards is obligatory. Cheating is a serious offense, whether it consists of taking credit for work done by another person or doing work for which another person will receive credit. Taking and using the ideas or writings of another person without clearly and fully crediting the source is plagiarism and violates the academic code as well as the Student Code of Conduct. If it is suspected that a student in any course in which s/he is enrolled has knowingly committed such a violation, the faculty member should refer the matter to the College’s Disciplinary Officer and appropriate action will be taken under the Student Code of Conduct. Sanctions may include suspension from the course and a failing grade in the course. Students have the right to appeal these actions to the Disciplinary Committee under the terms outlined in the Student Code of Conduct.

Schedule

DATE	TOPIC	ASSIGNMENTS
10/27	Course Overview, Pre-Test	Read Chapter MMG Pre-test
10/29	SQ3R Getting the Right Start Entrepreneurial Mindset	Read Chapter 2 HW #1 Entrepreneurial Quiz
11/3	Building Dreams, Setting Goals Identifying New Opportunities	Read Chapter 4
11/5	Managing Your Time, Energy & Money	Read Chapter 5 HW #2 Goal Assignment
11/10	Thinking Critically & Creatively Elements of a Business Plan	Read Chapter 7 HW #3 Business Idea Assignment
11/12	Financing a Business Feasibility Study	Read Chapter 10 HW # 4 SALT Assignment
11/17	Entrepreneurship as a Career	HW #5 My Career Center
11/19	Building Relationships, Valuing Diversity	Read Chapter 11
11/24	Marketing	HW#6 Marketing
12/1	Networking	
12/3	Engaging, Listening & the Cornell Note Taking Method	
12/8	Business Model Canvas Video	HW#7 Cornell Method BMC
12/10	Business Model Canvas	
12/15	Presentation Skills	
12/19	PRESENTATIONS	BUSINESS MODEL CANVAS DUE REQUIRED – MMG Post Test

HOMEWORK ASSIGNMENTS:

Each homework assignment is worth 5 points.

Course Pre-test

HW #1 Entrepreneurial Quiz

Take the test, score and be ready to share your results and thoughts with the class.

*the quiz will be handed out in class or you can get a copy at

www.resnaprojects.org/AFTAP/telework/resources/quiz.rtf.

HW#2 Goal Assignment

Write out your detailed goals for 2014 using the SMART method.

HW #3 Business Idea Creation

Come up with a business idea you will use for all assignments and discussion in this class. Write a one page paper describing your business idea. Include the following:

1. Business name and industry
2. What was your inspiration for this idea? Why did you choose this type of business?
3. What does the business do? What are its products/services?
4. Who is the best customer for this business?
5. Why is there a need for this type of business?
6. What is the profit potential?

HW #4 SALT Financial Literacy

Go to my money tab at My Maine Guide and create a SALT Financial Literacy account.

Here is the link:

https://my.smccme.edu/ICS/My_Maine_Guide/My_Money.jnz?portlet=SALT_Financial_Tool

***Complete the 5 of the 8 mini-courses in Money 101, print and turn in the certificate of completion for each section.

HW#5 My Career Center

Review the Online Entrepreneurship Resources. Identify two of these resources that could help you with your current business idea. Describe in a short paper, 1-2 pages, what you learned about two specific organizations and how they could help you. Also include anything you learned that you did not know.

HW #6 Marketing

Brainstorm a list of at least 25 things you could do to market your company.

HW #7 Cornell Note Taking

Watch the Business Model Canvas video at <http://www.youtube.com/watch?v=RzkdJiax6Tw>.

Take notes using the Cornell Note Taking method.

Course Post-test

Business Model Canvas The business model canvas is worth 15 points

Complete the Business Model Canvas template for your business. You can get a copy in class or you can access it at <http://www.businessmodelsinc.com/wp-content/uploads/2011/11/Business-Model-Canvas-poster1.pdf>

Final Presentation Guideline The final presentation is worth 15 points.

- **An overview of your business.** Who are you? What does your business do? Why did you choose this business? Why is this business important? Who are your ideal customers? Future vision for the company. And share any insights from your business model canvas.
- **Dress.** Professional dress is expected. No jeans, t-shirts, hats, etc.
- **Be between 2 and 3 minutes.** After 4 minutes you will be cut off.
- **Attendance.** Attendance is required for presentation day.

Grading Criteria:

Business Overview	10 points
Presentation Skills	5 points