

**BUSINESS 54—On Line—FALL 2010-----Section 88712**

Welcome to this online course in Business Startups. Your instructor is:

Dr. Schock, Prof. Emeritus  
Business Division—Office C  
West Valley College  
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II. OFFICE HOURS: OFFICE HOURS; MW 8:00 a.m. 9:15 a.m. and by arrangement; Email me anytime at [schockme@justice.com](mailto:schockme@justice.com) if you have a question; Dr. Schock usually responds within 48 hrs. unless he's out of town or at a conference. Location: Office C; Business Division.

III. This is a 3 unit introductory ON LINE class in Business Startups, which explores the many facets of planning for the opening of a small business and winning strategies for the management of a business after startup. The course content should enlighten the student with regard to the elements of a business startup, functions of management, risks and rewards of a business startup, and the many issues and strategies of choosing a business startup, writing a business plan, choosing the "right" business startup, running the business startup, etc...

IV. Course Outcomes/Objectives: **Upon completion of this course, students should be able to:**

- A. Know the relationship between small business and entrepreneurship.
- B. Know how important small businesses are to larger firms and why large firms promote sound small business practices.
- C. Understand that small businesses provide most of the new jobs created in the United States.
- D. Articulate the relationship between ethical business practices and success.
- E. Understand the elements of a successful business plan, why it is necessary to have a carefully thought out plan, and to be able to understand the information required in each business plan element.
- F. Understand the essential elements in the Marketing Mix and know how to blend these elements into an effective Marketing Mix.
- G. Use the computer to understand E-Commerce, understand how decisions are made in a simulated environment and know what factors will affect the business, sales, markets, and overall financial outcomes.
- H. Use the computer to calculate necessary ratios as related to financial statements of a startup business.

The course CONTENT for this particular course includes the following subjects:

- A. You as an Entrepreneur
  - a. Characteristics of successful Entrepreneurs
  - b. Working in the right environment
  - c. Values, attitudes, needs, and expectations
  - d. Sources of New Business Ideas
  - e. The part-time entrepreneur
- B. Ethics for Entrepreneurs
  - a. Facts you need to know.
  - b. Small Business Technology issues
  - c. The Global Entrepreneur
  - d. INTRODUCTION TO SHIP IN THE BOTTLE: the idea
  - e. Reviewing the basic concepts of business startups
  - f. Building a business plan
  - g. Is profit a dirty word? How much is too much?
- C. Planning your Small Business
  - a. How to get started
  - b. The Business plan—what is it? How should it function?
  - c. Formulating a useful business plan
  - d. Sources for Planning Assistance
  - e. Ship in the bottle—the PLAN
- D. Building your Business Plan
  - a. What are the elements?
  - b. Useful resources
- E. Purchase an existing business or Franchise?
  - a. What are the options?
  - b. What are the advantages and disadvantages?
  - c. Tips on purchasing a franchise
- F. Ship in a Bottle; new opportunities (ongoing business case)
- G. Project: Strategies and guides for building your Business Plan
- H. Legal issues and requirements of a small business startup
  - a. Naming the business legally—strategies and tactics
  - b. Forms of ownership you should know
  - c. Sole proprietorships
  - d. Partnerships
  - e. Corporations
  - f. Limited Liability Companies
  - g. Special regulations and related issues
  - h. Federal Trade Commission and how it affects you
  - i. Contracts
  - j. Taxes, licenses, and employment law issues
- I. Ship in a bottle—Clearing Customs—related issues
- J. More ethical considerations for Startup Entrepreneurs
  - Accounting issues
- K. Writing a successful Business Plan—things you must know
  - a. Profile of a successful entrepreneur
  - b. Bruce Hill case—pg. 94
- L. Developing a Marketing Plan—tips and strategies

- a. The four p's of the marketing mix you must use.
- b. Target marketing issues
- c. Is Guerrilla market for you?
- d. More marketing strategies for your business startup
- M. Ship in a bottle: Looking for the Target that is right for you
  - a. The global entrepreneur
- N. Conducting an Industrial analysis
  - a. Issues and answers
- O. Dealing with your competition—issues and answers
  - a. Five-forces model of competition—what are they?
  - b. Competitive intelligence and analysis issues
- P. Surveying the competition
  - a. Critical thinking issues
- Q. Location and Facilities
  - a. Understanding convenience factors
  - b. Types of consumer goods?
  - c. Selling a product or a service? What are the strategies and selling strategies and differences?
- R. Getting to know your customer base
  - a. Who are your customers?
  - b. How do you sell?
  - c. The satisfied customer?
  - d. Dealing with unhappy customers?
- S. Pricing strategies
  - a. Breakeven points
  - b. Markups and markdowns—related issues
  - c. Factors that will affect price
  - d. Ship in the bottle—setting prices
- T. Promotional activities
  - a. Advertising issues
  - b. Promotional mixes
- U. E-Entrepreneurship issues
  - a. Bricks, mortar, virtual, or both
  - b. E-Entrepreneur markets and models
  - c. Creating an E-Business
  - d. Look at Ebay
  - e. Myths of E-Entrepreneurship
  - f. Common Mistakes and how to avoid them
- V. Managing and financing the small business
  - a. Profiles
  - b. Soichiro Honda—a name to remember
- W. Human resource management issues
  - a. Staffing, Directing, and Controlling
  - b. Labor laws you need to know
- X. Building a financial plan
  - a. Capitalization issues and answers
  - b. Financial records and records
- Y. Management control tools
  - a. Ship in a bottle—taking control

b. Building your own business plan

IV. Materials REQUIRED for this class includes the follow two items:

**A. TEXTBOOK--SUCCESSFUL BUSINESS PLANNING FOR ENTREPRENEURS—AUTHORS: MOORMAN./HALLORAN; PUBLISHER: THOMSON/SOUTHWESTERN; ISBN 0-538-43921-1**  
<http://WWW.THOMSONLEARNING.COM>

**B. Videos/DVDs—Small Business Startup Management**

1. Tapes or DVDs can be leased from West Valley College or you can watch them on television at various times; check the last few pages of this outline for more information as to how to secure these tapes on loan.

V. **Class Meetings**—Since this is an ONLINE CLASS, I recommend you check in with me each week to let me know you're still enrolled in the class. My email is schockme@justice.com

**1st Meeting: REQUIRED Orientation, Thursday September 2, 2010 --5 p.m.** at West Valley College in the Business Division, Room BU 8.

**Midterm Examination, MONDAY, OCT. 25, 2010** available starting at 9 a.m. Closes October 28<sup>th</sup> at 11:55 PM. TEXTBOOK CHAPTERS 1-8. 100 multiple-choice questions. This will be taken and scored on line. Please pay attention to the closing time. Students can not take the exam after October 28<sup>th</sup>.

**Final Examination, MONDAY, DEC. 13, 2010** available starting at 9 a.m. Closes December 15<sup>th</sup> at 11:55 PM. TEXTBOOK CHAPTERS 9-16. 100 multiple-choice questions. This will be taken and scored on line. Please pay attention to the closing time. Students can not take the exam after October 28<sup>th</sup>. Anyone missing the FINAL EXAM will receive an automatic incomplete. Sorry no exceptions.

VI. Internet Web Research Assignment: (REQUIRED ASSIGNMENT)

You are to evaluate THREE Web Sites AND WRITE A TWO –PAGE PAPER ANSWERING questions based on the criteria listed below PLUS print out two pages from a website; all reports and any additional extra credit projects will be due at the beginning of the FINAL EXAM. Web Sites may be on any STARTUP Business topic, which may be of interest to you. Do not duplicate work from other classes that you may have with the instructor. Duplicated work from Business Law, Management Functions, Business Management or Sales will NOT be given credit. Do your own work; you may work in pairs or groups, but do you OWN work and write your own papers. For each web site

you explore, print two pages of the site; look at additional links, take notes and write two additional pages on your own. Therefore, you will have a total of 3 websites plus 4 papers (2 from the site and 2 from your own writing in essay summary form for a total of 20 pages plus one page for the title page listing ALL the contents and HTML listings. Your total page count should be 21 pages including the cover sheet. Please do not plagiarize or copy others' writings. Using a word processor, complete the report as the example shows on a later page in this document identified with the words in bold print, EXAMPLE. Reports that you write should have 1 inch margins all around with double spacing and 12 point **font** using Palatino, Bookman, or any similar font.

**Remember: no projects are due until the day of the final exam. This project will be submitted on line through a drop box, one week before the final.**

VII. Index: In the header, identify the Web site number or HTML address, search engine used, subject/search, and site reviewed. (Use as many search engines as you can find, i.e, google.com, findlaw.com, etc.) In order to receive full credit for each assignment, you must answer the following questions with five complete statements each:

1. **Intent:** What was the purpose or intent of the Page? Was the Site Clear? Who is the Intended Audience? What else did you observe?
2. **Accuracy:** Does the information support or contradict something else you found or understand? Were there any spelling or other errors present? Was the site inviting and compelling? Why or why not?
3. **Format:** Is the Format Language easy to read and understand? Were there inward and outward links and how was the Page set up?
4. **Selling points:** Were there additional links or suggested web sites to link to for additional information as selling points? What did you think of them? If none existed, what would you recommend?
5. **Navigation issues:** Are links and icons OBVIOUS and explained in detail? Is there a link BACK to the Homepage? Is the Page dated or have information as to when it was last visited by the author or by people visiting the site?
6. **Value:** What specific value do you place on the site and why? Are you satisfied that the information you gleaned from the site was worthwhile and useful? Would it perhaps be easier to get the information elsewhere?
7. What suggestions would you make in detail regarding how to improve this site and how might it help you should you decide to start up an Internet site or E-commerce

<b>THREE INTERNET Site Papers are due one week before the Final examination—A drop box will be available on line for your convenience 100 pts. possible-- (Sorry, no papers <u>can be or will</u> be accepted late, no exceptions.</b>
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### **Weekly ON LINE ASSIGNMENTS:**

You will need to complete ONLINE ASSIGNMENTS each week from the textbook and drop them in the Angel Drop Box for each assignment. Use Microsoft Word to complete each lesson assignment. Here is your FIRST ASSIGNMENT: READ Chapter One of your textbook; then, look for the REVIEW THE CONCEPTS QUESTIONS AND THE CRITICAL THINKING QUESTIONS. You are to complete ONLY the even numbered questions. Type the question and then give at least THREE COMPLETE STATEMENTS as answers to the question. Here is a sample of the first assignment:

Chapter 1—Review the Concepts

Question 18—Describe what makes a successful entrepreneur.

Answer the question by typing three complete statements as a reply based on your reading of Chapter 1.

Question 20—How does determining an individual's career anchor(s) help in deciding on a business endeavor?

Type three complete statements as your reply based on your reading of Chapter 1. If you give less than three statements in your reply, you will not receive full credit for this assignment.

Complete questions 20, 22, 24, 26, 28, and 30 using the same method explained above.

When you finish the assignments for Chapter 1, go to Angel and drop them in the DROP box for Lesson 1 Assignments. DO NOT EMAIL ATTACHMENTS TO ME. PLEASE COMPLETE THE ASSIGNMENTS EACH WEEK AND DROP INTO THE RESPECTIVE ELECTRONIC DROP BOX IN ANGEL. You will have a deadline for completing each assignment; therefore, it is not a good idea to wait until the end of the semester and attempt to send me all the assignments at once. DO SOMETHING EACH WEEK should be your goal.

**Your first assignment will be due no later than Friday, September 10. Plan on turning in an assignment every Friday OR EACH WEEK AT THE LATEST** if you wish to receive full credit for the assignments. You will receive one weeks grace if you are unable to complete the assignment on time. After that time, there will be NO opportunity to make up the assignments unless expressed agreed to by the instructor. Sorry, no exceptions can be allowed for late assignments in this ON LINE class.

After you have finished Chapter 1, begin with Chapter 2 and follow the same method of completing only the EVEN numbered questions in the REVIEW THE CONCEPTS AND THE CRITICAL THINKING SECTIONS AT THE END OF EACH CHAPTER.

Please note that we have only 16 Chapters; therefore, it is highly recommended that you complete and submit at least one chapter EACH WEEK so that you don't get behind.

EXTRA CREDIT ASSIGNMENT—(OPTIONAL--NOT REQUIRED) There is only one extra credit assignment.

If you wish to enhance your standing in this class at the end of the semester, you should complete the following OPTIONAL extra credit assignment:

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1. At the end of EACH assigned textbook chapter, there is a Review the Concept section and a Critical thinking section: (see page 23 of chapter 1 for the first assignment and example; all other assignments follow each chapter). Be sure to do the **EVEN** questions only; type the question; then, type at least THREE complete sentences as a response to EACH question. Here is an example:
    - a. Question 18 (pg. 23): Describe what makes a successful entrepreneur? (use bullets or numbers and identify each statement)
      - i. Answer: (1) a successful entrepreneur is passionate about the product or service he/she wants to sell. (2) A successful entrepreneur has a successful business plan. (3) A successful entrepreneur knows how to sell. (4) A successful entrepreneur knows pricing strategies, and (5) a successful entrepreneur reviews all the major strategies listed and discussed in this course—especially the chapter headings.
      - ii. (note to student)—I prefer bullets or numbers because they are easy to read and evaluate.

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This is a **REQUIRED ASSIGNMENT—DUE ONE WEEK BEFORE THE FINAL EXAM.**

2. Choose a business startup that you might want to start and develop a detailed bullet outline startup plan outline based on your reading and watching of the videos in this class. Three to 6 page report recommended for full credit. I prefer 6 pages but 3 is ok if you cover what is expected. Ask if you don't understand this request. Use 12 font (palatino preferred) with one inch margins all around.

#### **VIII. SUMMARY of Grading policy and required project assignments:**

**a. One Midterm ON LINE examination--100 questions--Multiple-choice—ONLINE BOOK EXAMINATION; 100 pts.** You will be given only one hour to complete the exam on line. No pauses will be allowed. You will have a window of a couple of days to check your schedule and take the exam ON LINE. Once you begin the exam, you cannot pause, print the exam, or quit in the middle of the exam. The same thing applies to the ON LINE Final Examination.

**b. One ON LINE Final examination--100 questions--Multiple choice; OPEN BOOK, OPEN NOTES EXAMINATION; 100 pts. points possible.** See dates for times of the midterm and final. Students who do NOT complete the required assignments will receive an INC for the semester.

Project assignment #1: Required

**a. THREE REQUIRED** Internet Assignments will be due on week before the final exam. It is not possible to earn an A in this course unless you complete these assignments as outlined. Complete the extra credit assignments for growth and experience. There will be electronic drop boxes for all assignments. Look in the section of lessons and exams for further directions.

**b. Complete an abbreviated BUSINESS PLAN**—3 (minimum) or 6 pages (maximum)—(I prefer 4-6 pages to get the job done) (REQUIRED) due at the final exam. Elements of the report should include vision, mission, and strategy statements—see the textbook for samples. PLEASE NOTE: Each assignment will have a “drop box” ON LINE where you can drop completed assignments. The same thing applies to exams and chat assignments.

COURSE EVALUATION AND ASSIGNMENT OF GRADES:

Students with **documented** disabilities—please note

· **West Valley College makes reasonable accommodations for persons with Documented disabilities. Students should notify the Disability and Educational Support Program (DESP) at 741-2010 of any special needs. Any student who falsely applies for a disability will be subject to disciplinary action.**

· **Any student who may need an accommodation based on the impact of a disability (visible or not) should contact me privately to discuss your specific needs. You should also contact DESP (408.741.2010 or 408.741.2658 TTY) to coordinate reasonable accommodations for your verified Disability.**

· **ADA Statement: The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this Legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an Accommodation, please contact DESP in the Learning Services Building (408.741.2010 or 408.741.2658).**

**If you have any questions about the statements, please call DESP at 408.741.2010.**

## **Emergency Information--West Valley College Classes**

In the event of the following situations, the West Valley College Safety Committee requests that you follow the directions below:

### **FIRE ALARM OR EVACUATION NOTICE**

If the fire alarm sounds in the building OR an evacuation is requested by an administrator OR Campus Police, follow your instructor to the designated assembly area (see maps at the back of each classroom). Take your VALUABLES with you. After your instructor checks that all students are accounted for and the official "ALL CLEAR" is given, you will be instructed when to leave the area. The nearest fire alarm is near the Business Division Office.

The nearest Fire Extinguisher is in the Business Division Office.

Call 911 to report a fire before you attempt to put it out.

Inform the division or department secretary that 911 has been called and where the emergency is located.

### **EARTHQUAKES**

If an earthquake occurs, immediately take cover under a sturdy desk, table, or other furniture OR Drop to the floor, fold arms on floor close to your knees and bury face in arms.

Move away from windows and wall shelves and heavy equipment.

Do NOT run outside during the shaking--you may fall and be injured

### **EVENING SAFETY ESCORTS**

Escorts are available and highly recommended from 4-10 p.m. Monday--Thursday at NO COST during the Fall and Spring semesters. Call the District Police Office at 741-2092 to arrange an escort.

### **INJURY OR ILLNESS**

If you or someone is injured or ill while on campus, contact the Student Health Center for first aid assistance, follow up care or referrals. Report to the Student Health Center all student accidents that occur on campus or at college sponsored activities.

Student Health Emergency Line: Ext. 222. Call for First Aid assistance.

Life Threatening Emergencies like heart attacks, strokes, etc., call 911

From the college offices, dial (9); then, 911.

### **MAJOR DISASTER or terrorist threat**

A Command Center will be set up at the Campus Center in the event of a major disaster when phones may not be working and outside assistance is not readily available. A representative of your building or class should be sent to report problems or injuries.

The following is an example of how to complete the title page and label for the front of the folder you might submit for extra credit:

**Business 54 On line**

Your first and last name (circle last name)

Subject: An analysis of starting your own business  
**6 page MAXIMUM or 3 full page minimum**

Date of Report:

F A L L 2010

EXTRA CREDIT OPTION

TITLE OF PROJECT OR PAPER IS \_\_\_\_\_

Dr. Schock  
West Valley College

100 pts possible

A drop box will be available on line for all your assignments. The exams will be taken on line as well.