

# MGT253

## Owning and Operating a Small Business

4

Hiring,  
Managing,  
and Growth

3

Promotion and  
Advertising

2

Legal and  
Financing

1

Research  
and Plan

### The Details

**Course:** GBS151 - 32567

**Dates:** 8/23/22 to 12/14/22

**Meeting Days & Times:**  
T/Th 12:00PM - 1:15PM

**Room:** BUS101

**Term:** Fall 2022

**Format:** In Person

**Instructor:** Mark Barton

**Office:** BUS130

**Phone:** 480-425-6913

**Email:**

mark.barton@scottsdalecc.edu

**Office Hours:**

BUS130 T/Th 1:30pm-2:30pm

Virtual MW 10:00am-11:30am

*By appointment on Fridays and  
other times on Mon-Thurs*



# How we will learn

MGT253 is a very specific course. We will be learning about the details of starting and running a small business.

There will be daily lectures but we will also spend a lot of time with discussions, collaborative activities and occasional student presentations.

The format is practical, project-based learning. There are no in-class tests during the semester. Instead of exams there will be several assignments geared toward building a mini business plan. The quizzes help keep you on track with the textbook. There will be a final exam, which will contain questions from the notes that you will take in class.

The projects and assignments in this class will be, as much as possible, geared toward something you enjoy. My hope is that you can find connections between the concept and your real life interests.

I strongly encourage you to ask questions in class. Don't be afraid to interrupt me! Asking questions is part of the learning process.

## What we will learn

### Course Description:

Starting, organizing, and operating a small business, including location, finance management processes, advertisement and promotion, credit, inventory control and ethics.

### Course Competencies (Goals):

1. Conduct a self-analysis to determine if one has the personal qualities essential for owning and operating a small business.
2. Use problem-solving methods in determining the course of action to follow in starting and operating a small business.
3. Create a business plan.
4. Identify and explain laws and regulations that affect the small business owner.
5. Explain the advantages and disadvantages of various types of business ownership.
6. Compare ratios between similar businesses.
7. Identify the different sources of debt capital, and explain the advantages and disadvantages of each.
8. Describe the characteristics of various types of business locations.
9. Compare management styles and practices to determine effectiveness.
10. Describe various types of inventory control methods.
11. Describe different types of costs, and calculate break-even.
12. Read and interpret financial statements.
13. Compare and contrast methods for promoting a business, product, or service.
14. Explain the various considerations that must go into establishing a price for a product or service.
15. Describe the challenge of ethics in small business, and define codes of conduct for businesses.

*“Chase the vision, not the money, the money will end up following you.”*

*Tony Hsieh, Zappos CEO*

# Support

A variety of student services can be accessed online. Services are FREE for all registered SCC students. Visit: [www.scottsdalecc.edu/college-resources](http://www.scottsdalecc.edu/college-resources)

## Accommodations

If you have a documented disability, including a learning disability, and would like to discuss possible accommodations, please contact the SCC Disabilities Resources and Services Office at 480-423-6517 or [phyllis.jones@scottsdalecc.edu](mailto:phyllis.jones@scottsdalecc.edu).

## Sexual Harassment

Sexual harassment is any unwelcome, verbal or physical conduct of a sexual nature that is sufficiently severe, persistent, or pervasive that it alters working conditions and creates a hostile environment or reasonably interferes with, limits, or deprives a student of the ability to participate in or benefit from any educational program or activity.

Sexual harassment and discrimination in any college education program or activity, is prohibited. Students should report any discrimination and/or harassment they experience and/or observe to the Vice President of Academic & Student Affairs (SCC's Title IX Coordinator); located in the Administration Building (AD), phone 480-423-6300.

To view the full Sexual Harassment Policy, refer to the Student Handbook – page 254: <http://www.e-digitaleditions.com/t/134390>

## SCC General Education Statement

General Education enhances students' abilities in critically analyzing and effectively communicating in Written, Oral, Visual, and Numerical form. General Education is WOVEN through the curriculum and co-curricular experiences at Scottsdale Community College.

# Resources we will use

## Course Textbook



This course uses a low cost textbook:  
*Start Your Own Business, 8th Edition*  
By the Staff at Entrepreneur Media  
ISBN: 978-1642011357

### Options for purchasing the textbook:

1. SCC Bookstore
2. Amazon.com (make sure you choose a faster shipping method)

## MGT253 Canvas site

SCC has adopted a course management system called Instructure Canvas. Most course materials, including assignments, lecture slides and quizzes, will be available through Canvas.

To log into Canvas, go to <https://learn.maricopa.edu/login>. You'll need to enter your MEID number and password to access Canvas. If you do not know your MEID and password, please contact the Information Systems HelpDesk at 480-423-6274.

## SCC Library

The SCC Library has free online resources which you have access to use as a student in this class. Go to the SCC Home Page and click the Library link under "College Resources."

For help navigating the library page, consider using the Ask a Librarian feature! Visit the SCC Library at <http://library.scottsdalecc.edu/index>. At the left side of the page, look for the "Ask A Librarian" icon. This service is available 24/7. They are good at assisting you with *navigation and finding resources*.

## Internet Research

Not all the information in this class will be in the textbook. Sometimes you will need to do research on your own in order to learn more about a certain topic. There internet contains wealth of information at your fingertips!

*"Don't worry about failure; you only have to be right once."*

*Drew Houston, Dropbox founder and CEO*



## Expectations for this class

### Instructor Behavior

- I promise to be professional, courteous, and respectful to students.
- I will begin and end class on time
- I will be prepared for each class session
- I will provide feedback and grade assignments in a timely manner
- I will be available for individual consultation during office hours and at other times by appointment
- I may modify the course requirements, policies, or schedule at my discretion in order to improve the learning experience. Students will be advised of such changes in class and on the Canvas page.

### Student Behavior

- Students will be cooperative, participative, courteous, and respectful to classmates, instructors, and other college staff
- Mute cell phones before entering the classroom
- Be on time for class and be prepared
- Participate actively in class activities
- Follow instructions and complete assignments by due dates
- Ask questions when they don't understand
- Know and track their own grade status via Canvas
- Contact instructor right away about concerns or situations that interfere with class
- Comply with policies in the SCC Catalog and SCC Student Handbook
- Phones, laptops and tablets are permitted, but only for uses specifically applicable to this course. No photos may be taken. Facebook, Twitter, personal email, etc. may not be used in class.

### Honesty and Integrity

All assignments must be in your own words. The ability to read and analyze material and create a logical, well-organized answer, paper or oral presentation is a fundamental objective of the collegiate experience. Plagiarism is unacceptable academic behavior. When you use an author's words without clear attribution, that is plagiarism. Using 3 or more of the author's words in sequence is the standard for using quotes.

To avoid plagiarism:

1. Do your own work. I encourage you to talk with friends or classmates about your assignments, but do not copy or share answers.
2. Cite your sources! Anytime you use quotes, information, or statistics from someone else, you need to include a citation.

### Attendance

Given the number of different topics we cover in this class, attendance and class participation is critical. Seven unexcused absences are permitted. Any more than seven will result in being withdrawn from the course.

### Safe Learning Environment

This classroom will be a safe learning environment for every individual as far as I am able to ensure that outcome. This means I will treat each student with respect, even if we don't agree. Disagreement does not equal disrespect. We all bring different points of view, values, life experiences, and personal preferences. This diversity makes for great discussion and is welcome in the academic arena. I expect each student to respect the rights and needs of everyone in attendance.

## Good to Know

At SCC, we have a lot of services available to you. Please refer to First Steps module in Canvas for information on the following topics:

- Advising
- Programs and Degrees
- Campus Security Services
- Student Misconduct Policy
- Technology Skills Needed
- Web Based Applications
- Pregnant and Parenting Students
- Withdrawal Policy
- Academic and Support Services
- SCC Help Desk
- Help With Canvas

<http://www.scottsdalecc.edu/about-scottsdale/college-catalog>

# Important Items

Students are responsible for the information contained in this syllabus, the Syllabus page in your Canvas course and the College Policies & Student Services page found in the **First Steps** module of your Canvas course. Students will be notified by the instructor of any changes in course requirements or policies.

## Guaranteed Grade System

Your Grade is Guaranteed! This class uses the guaranteed grade system. You will choose a grade track in Week 2 and you are guaranteed to earn that grade as long as you complete all the activities and assignments for your grade track.

Assignment, quiz and attendance scores will use a point system. Points are assigned for each criterion established for the purpose of evaluating each assignment. In most instances there will be at least two, and usually more, distinct criteria specified for evaluation and grading of your work. If your score is less than 90% of the points for any assignment, you will be required to review my feedback, make corrections, and resubmit the work again for grading.

### A Track:

- Attend and participate in all class meetings
- Complete all the assignments and quizzes
- Resubmit assignments in which you scored less than 90% -- as many times as you need
- Take the final exam with 50 multiple choice questions.

### B Track:

- Attend and participate in all class meetings
- Complete the assignments and quizzes marked for B Track
- Resubmit assignments in which you scored less than 90% -- as many times as you need
- No final exam

### C Track:

- Attend and participate in all class meetings
- Complete the competency assignments marked for C Track
- Resubmit assignments in which you scored less than 90% -- as many times as you need
- No final exam

**You can switch grade tracks at any time.** After Week 4, you cannot switch from B to A or C to B, etc. Please contact me if you decide to change tracks.

If you prefer to be graded on a standard grading system (90%=A, 80%=B, etc.), you are welcome to opt out of the guaranteed grade system. When we are choosing grade tracks in Week 2, just let me know that you want to opt out.

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