



MAN 4801 BUSINESS PLAN STRATEGIES

TERM: FALL 2023

INSTRUCTOR

Professor: July Llanes-Bonilla

Office: By Appointment Only

Email Info: ALL email correspondence pertaining to this course MUST go through MyCourses.

Website: <https://web.spcollege.edu/instructors/id/llanesbonilla.july/CLS/>

Course Description

This course will allow students to create and test their business ideas through feasibility analyses. This course includes analyzing the strategic issues when starting a new firm or expanding a current business. The student will plan and implement the components of a business plan based upon their research and analysis. (47 contact hours)

Course Objectives

By the end of this course, you should be able to:

- analyze the management and strategic issues involved in starting a new firm or franchise or beginning a new project or venture in an existing firm.
- analyze tactical business operations and marketing criteria and show ways to effectively manage business functions.
- develop a detailed plan to address and manage a real enterprise.
- analyze the feasibility of various business ideas.

TECHNICAL SUPPORT

If you experience technical issues with your computer or MyCourses contact the Help Desk. Instructors are unable to assist with technical issues.

Do not contact the help desk for questions concerning assignments or to request a drop box be opened to submit an assignment.

SPC Technical Help Desk
(727) 341-4357 (HELP)
onlinehelp@spcollege.edu

An updated version of Microsoft Word and Office (98 or above) is required.

*****MS Works cannot be used for submissions*****

Textbook & Software Requirements

Students in this course are required to obtain a copy of the textbook and materials below. ALL required course materials are sold at the [Barnes & Noble SPC Bookstores](#), and have been bundled to offer better pricing for students. The materials are also available online at www.cengagebrain.com, however pricing may vary.

Successful completion of this course is dependent on access to required course materials and access to a computer and Internet for the duration of the session. The necessary technology is available at all SPCollege campuses for students that do not have adequate computer access at home or at work.

IMPORTANT NOTE: Textbook and technical difficulties are not valid excuses for extensions or missed assignments. This is an 8 WEEK format class which affords little time for addressing delays due to these types of difficulties. Insuring access to these items for the duration of the course is the student's responsibility.

FALL 2023 0625 MAN 4801 2878 (1 required)

REQUIRED



Cengage Unlimited - Access (1 Semester)

Edition : 18

Publisher : CENGAGE U

ISBN 13 : 9780357700006

You do not need to purchase anything else.

Barnes & Noble College

THIS IS AN 8WK class and having your REQUIRED materials by Week #1 is important for success.

Successful completion of this course is dependent on course materials and regular access to a computer and the Internet. If you do not have the necessary technology or textbook both are available at SPC campuses.

Please contact the [LEARNING COMMONS for SPC](#) campus options.

IMPORTANT NOTE: Textbook and technical difficulties are not valid excuses for extensions or missed assignments. This is an 8 WEEK format class that affords little time for addressing delays due to these types of difficulties. Insuring access to these items for the duration of the course is the student's responsibility.

Prerequisites

Prerequisites: It is strongly recommended that Entrepreneurship students take MAN 3802 and MAR 4836 before taking this course or permission from the Dean.

Tentative Course Schedule

This is intended to serve as a guideline and is subject to change. Students are required to check the Announcements page of the course, emails from the professor, and the course calendar to stay current with all assignments and revisions to the schedule.

Week #	Topics	Assignments
1	Module #1: Entrepreneurial Opportunity Ch 1 – 2	Business Plan Idea Submission & Weekly Assignments Create Cengage LivePlan Account
2	Module #2: Feasibility Analysis Ch 3 – 4	Weekly Assignments Create LIVEPLAN Account & Research Plans
3	Module #3: Feasibility Analysis Ch 5 – 6	Weekly Assignments & Business Plan OUTLINE – Industry Research & References
4	Module #4: Business Plan Development Ch 8 – 7	MIDTERM (Chapters 1-8) & Weekly Assignments
5	Module #5: Business Plan Development Ch 9 – 10	Weekly Assignments Business Plan 1st Draft PDF from LivePlan Software
6	Module #6: Business Plan Development Ch 11 – 12	Weekly Assignments

7	Module #7: Business Plan Development Ch 13 – 14	Weekly Assignments FINAL EXAM (Chapters 9-14)
8	Module #8: Planning for Growth & Change Ch 15	Business Plan Final Draft PDF from LivePlan Software Weekly Assignments

ASSIGNMENTS

**Assignments are due by 11:59 PM on Sunday evenings.
UNLESS OTHERWISE NOTED by the Instructor**

[SPC servers monitor official time. Please do your best to not wait until the last minute to submit assignments!](#)

Late Submissions & Extenuating Circumstances:

If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, submitting a quiz, or participating in the class, please contact the instructor to make alternative arrangements. The possibility of alternative arrangements is at the discretion of the instructor. Active communication is the key to overcoming any hurdles you may encounter during the term. A penalty may or may not be assigned for late submissions, at the discretion of the faculty member. All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.

Gradebook Guidelines

Module #	1	2	3	4	5	6	7	8	Total
Cengage LivePlan Account Set Up	10	10							20
Weekly Assignments	20	20	20	20	20	20	20	20	160
Exams				50				50	100
Individual Project-BUSINESS PLAN	20		30		100		100		250
Professionalism/Communications*								50	50
Total Points									580

Total Points	Letter Grade	Percentage Approx	Grade Point
580-522	A	90 – 100%	4.0
521-464	B	80 – 89%	3.0
463-406	C	70 - 79%	2.0
405-350	D	60 - 69%	1.0
000-349	F	0 - 59%	0.0
	W	Withdrawal – system generated	N/A
	WF	Withdrawal Failure – system generated	0
	AU	Audit	N/A
	I	Incomplete	N/A

The grading of your individual work and/or group projects is in part a subjective process. The following areas are considered and reviewed for quality, quantity and content:

Content, Focus, Use of Text/Research	Analysis and Critical Thinking	Writing Style, Grammar, APA Format (when assigned)
50%	30%	20%
Response successfully answers the assignment question(s); thoroughly uses the text and other literature.	Response exhibits strong higher-order critical thinking and analysis (e.g., evaluation).	Sentences are clear, concise, and direct; tone is appropriate. Grammatical skills are strong with almost no errors per page. Correct use of APA format when assigned.

* **Professionalism/Communications score** points will be assessed for each student based on their performance throughout the semester and for submitting a final plan to the business plan competition. For a clearer understanding of what is expected from students in this course please access the link below for an overview of professionalism in business. Also carefully review the section in your syllabus regarding netiquette. **Please note: The instructor of this course reserves the right to delete any posts to the discussion board that are inappropriate.** All online communications shared in this class will be subject to review as part of the score assigned for professionalism/communications.

<http://smallbusiness.chron.com/meaning-professionalism-work-ethic-746.html>

ATTENDANCE POLICY

It is important that students log into their course during the first two weeks of class AND actively participate to insure they do not get dropped from the class. If you are registered for a blended or F2F section of this course you must attend the class sessions on campus during weeks 1 & 2 to insure you do not get dropped from the course.

Merely logging into your course during the first two weeks does NOT constitute participation. [ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR WEEKLY ASSIGNMENTS BY THE SCHEDULED DUE DATE.](#)

If you do not have an account with Cengage's LivePlan by the end of week 2, you will be reported to SPC as not attending.

Students classified as "No Show" for both of the first two weeks will be administratively withdrawn from the class per SPC Policy.

Students classified as not meeting the criteria for active class participation at the 60% point will be administratively withdrawn with a "WF". Students will be able to self-withdraw at any time during the term. However, requests submitted after the 60% deadline will result in a "WF".

If some event interferes with submitting your course work, notify your instructor before assignments are due.

Late assignments will not be accepted if you fail to notify and confirm arrangements with your instructor. Please see the previous section on late assignments.

Students who register after the session has begun will be responsible for any assignments or material already covered.

IMPORTANT DATES

Course Dates: 01/10/2022 – 03/04/2022

Drop Date: 01/14/2022

Withdrawal Date: 02/10/2022

Financial Aid Dates: www.spcollege.edu/pages/dynamic.aspx?id=800

SPC Tutoring & Resources

We offer many different types of tutoring for ALL SPCollege students at all campuses. Additionally, we have writing support and library research support services. If you feel you would benefit from additional assistance, do not hesitate to contact your SSS (Student Support Services) Office, your Academic Advisor or notify your instructor. <http://www.spcollege.edu/tutoring/>

Remember we are here to help you. All you have to do is ask!

Online Communications Guidelines

Netiquette

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown organically with the growth of the Internet to help users act responsibly when they access or transmit information online. As a student, business person or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines. Of course, you can find a great deal of information on this topic on-line.

General Guidelines

- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in all course emails. It is reflection of your student and work ethic.
- Do not write in "text code" when emailing your professor.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email or post "cool off" before you respond.
- Spell check!

Course Expectations for Online Discussions

In this course, online discussion postings will count towards your Discussions grade. You will be doing this in MyCourses (D2L). The purpose of the discussions is to frame and promote collaborative learning. Active and regular participation is not only important for me to see, but also important for you in learning the course content and in developing your thoughts and positions on various topics.

The Three Cardinal Rules for Discussion Board Participation

1. Please remember that the culture of mutual respect that is part of this course extends to the discussion's environment.
2. Participation in the discussions is required.
3. Participation alone is not enough; a thoughtful and meaningful approach in your posts is required therefore, quality counts.

Here is the Protocol for Posting and Contributing to an Online Discussion:

- You are expected to participate in discussions a minimum of 2 days a week.
- Participation alone is not enough; a thoughtful and meaningful approach in your posts is required.

Initial Posting

- Minimum of one initial posting.
- Mentions at least two specific points from the article or reading.
- Relates new information to old information learned in the course to date or information in article or reading to personal experience.

Additional Postings

- Minimum of two thoughtful responses posted to participants' posting (by Sunday of each week)
- **Minimum of one of the responses posted by Friday. Points will be reduced if you are waiting until after Friday to post your initial response.**

NOTE: Each weekly discussion forum will be closed on Sunday at midnight. No additional posting can be made after that time. There are no exceptions without medical documentation. Late postings, assignments, quizzes, or exams are not accepted without medical documentation.

Course Expectations

1. **Spelling and Grammar** -- Please use proper English when corresponding in this course.
2. **Classroom Participation** -- Please adhere to the class participation found under Weekly procedures and course required activities and assignments section of this document.
3. **Tone and Civility** -- This is an online class and therefore cues that often indicate a person's intent are missing. Read and reread your posts to make sure your words

cannot be seen as offensive to others. Remember--don't ever put anything in writing that you wouldn't want posted in the newspaper.

Please note: The instructor of this course reserves the right to delete any posts to the discussion board that are inappropriate.

SYLLABUS ADDENDUM

Link for revised syllabus addendum: <https://go.spcollege.edu/Addendum/>

In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.

KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:

- COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION
- GRADING AND REPEAT COURSE POLICIES
- ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES
- FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROM THE COLLEGE
- ACADEMIC HONESTY <http://www.spcollege.edu/academichonesty/>
- STUDENT EXPECTATIONS
- EMERGENCY PREPAREDNESS
- CAMPUS SAFETY AND SECURITY <http://www.spcollege.edu/safety/>
- SEXUAL PREDATOR INFORMATION <https://offender.fdle.state.fl.us/offender/sops/home.jsf>
- SPECIAL ACCOMMODATIONS <https://www.spcollege.edu/friends-partners/about/compliance-statements/accessibility-services>
- LIBRARY SERVICES http://spcollege.libguides.com/research_help
- TUTORING SERVICES <http://www.spcollege.edu/tutoring/>

STUDENT ASSISTANCE PROGRAM

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP), (<https://mycoursesupport.spcollege.edu/student-assistance-program>), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved

one are considering suicide, please call the [National Suicide Prevention Lifeline at 1-800-273-8255](tel:1-800-273-8255).

