



**COURSE NAME: Small Business Essentials**

**COURSE NUMBER: 11:373:205**

**SEMESTER: Fall 2024**

**MEETING DAYS, TIMES, AND PLACE: Online, asynchronous**

**PREREQUISITE: Microeconomics course and Accounting recommended**

**CONTACT INFORMATION:**

Instructor: Dr. Isaac Vellangany

Office Location: 112, Cook Office Building

Phone: 848-932-9131

Email: isaacv@sebs.rutgers.edu (best way to communicate)

Office Hours: Available by email or by Zoom.

**WELCOME STUDENTS!**

You are about to embark upon an asynchronous, online adventure called “Small Business Essentials.” The principal attribute for success when taking courses in this format is personal discipline: e.g., meeting prescribed targets for deliverables and not falling victim to a pattern of procrastination.

I will be available via email to answer your questions and you can also contact me by email to set up a one-to-one Zoom meeting. The link to my Zoom room  
Read this syllabus carefully and start thinking about a business you would like to create.

**COURSE WEBSITE AND LEARNING RESOURCES**

- Learning Management System: Canvas – log on to Canvas with your RUID and net password regularly for up-to-date information.
- Required Textbook:  
Business Essentials, 13th edition, Published by Pearson ISBN: ISBN-13: 9780136862680 (2021 update)

**COURSE DESCRIPTION**

This course focuses on the design and management of all aspects of a business, including employee management, understanding financial statements, customer experience, pricing, marketing, and developing a mission statement.

**LEARNING GOALS:**

This course is designed for non-business majors. By the end of the course, students will be able to:

1. Prepare a business plan.
2. Prepare a set of financial statements.
3. Evaluate the pros and cons of owning a business based on lifestyle choices and finances.
4. Gain an understanding of different customer experiences.
5. Understand hiring and motivating the right people to hire into the business.
6. Develop a marketing strategy.
7. Understand ethical considerations when running a business.

**ASSIGNMENTS**

Students are expected to complete each week’s assigned reading from the text and other sources listed in the course outline that follows.

Students must complete these course requirements:

1. Two midterm examinations and a final exam: See details below. The examinations will remain open on Canvas for 24 hours.
2. A final examination is to be held during exam week (Week 16). The examination will be open on Canvas for 24 hours from midnight of December 20 to midnight of December 21.
3. A completed business plan will be submitted via assignments on Canvas no later than the last day of classes, December 11, 2024, at 11:59 pm.

If a student cannot produce a deliverable (i.e., completed exam or business plan) on these dates the reason for the missed deliverable (i.e., medical issue, family emergency, etc.) should be forwarded to me via email along with supporting documentation.

**COURSE GRADE**

**GRADING POLICY**

- This class uses a points-based system to calculate grades. Points are earned and not rewarded. Assignments are weighted for points based on the difficulty and effort needed to complete. The description of each assignment includes how many points it is worth. The total number of points for this class is **500**.
- Assignments are due by 11:59 PM on the dates listed below unless otherwise noted.
- Assignments turned in late will receive zero points unless the student communicates with the instructor BEFORE the due date and receives written approval for an extension.
- Concerns about a graded assignment must be brought to the instructor within seven days of receiving the grade. Assignment grades are completed after these seven days.
- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – let your instructor know at once.
- DO NOT rely on Canvas course grade as it is unweighted.

Letter Grade	GPA scale	Points Needed	Percent (%)
A	4.0	450-500	90-100
B+	3.5	425-449	85-89.9
B	3.0	400-424	80-84.9
C+	2.5	375-399	75-79.9
C	2.0	350-374	70-74.9
D	1.0	300-349	60-69.9
F	0	0-299	0-59.9

## ASSIGNMENTS

### **Online Reading Quizzes (15 points/ Reading Quiz – 150 points total)**

There will be ten quizzes based on the readings assigned for each upcoming week. They cover material from upcoming readings for the assigned week. The format of quizzes will be a combination of true or false, multiple choice, matching, and/or short answer questions. Online quizzes must be completed using Canvas Quizzes by 11:59 PM at the start of each week during the semester. Each quiz's due date is outlined in the course schedule.

### **Homework Assignments (Varied Points/ Assignment – 25 points total)**

The purpose of in-class assignments is to provide more in-depth experience on select topics that occur throughout the semester. Some examples include addressing conceptual issues as well as practical issues in the field. Late submissions will not be accepted.

### **Exams (one hundred Points/ Exam)**

Students will take two exams based on assigned readings. The exam format will be a combination of true or false and multiple choice.

### **Final Exam (150 points)**

The final exam is cumulative, covering all content throughout the semester. The final exam opens on

## SUMMARY OF ASSIGNMENTS WITH DUE DATES

Assignment	Due Date	Total Points	Percent of Grade
Online Reading Quizzes	See under important dates	150	30%
Homework Assignments	Varied	25	5%
Exam 1	10/13-14	75	15%
Exam 2	11/17-18	100	20%
Final Exam	12/15-16	150	30%

## COURSE POLICIES AND PROCEDURES

### Academic Integrity

Students are responsible for becoming familiar with the definitions, procedures, and sanctions outlined in Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at:

<http://nbacademicintegrity.rutgers.edu/home/academic-integrity-policy/>.

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course. Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University's Academic Integrity Policy.

### Expectations

- Engage with all class material
  - Spending nine hours per week on class material. This includes reading the textbook, note-taking lectures, and completing assignments.
- Complete all assigned readings and assignments on time
- Actively take part in all class activities, including discussions.
- Follow the honor code when completing all quizzes, and exams
- Only attend the classroom for your designated section.
- Communicate with the instructor if you have questions about the material or the course

- Check your email and Canvas announcements regularly to stay informed about class updates
- Ask questions during class to enhance understanding of the material.
- Either speak with or email your instructor if you have questions about the material or the course.

### Email Etiquette

When emailing your instructor, please use your Rutgers e-mail address and identify yourself by full name and course number. Students are expected to place the course number, followed by the subject, in the subject line, use appropriate e-mail etiquette, and maintain reasonable expectations for instructor responses. The instructor will respond to student emails within 1-2 business days.

### Plagiarism

By enrolling in this course, you are indicating implicitly that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated, and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction or penalty outlined in Rutgers University Academic Integrity Policy.

*Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).*

### Make-up Policy

No make-ups or extensions will be offered for missed assignments except in one of the following situations, provided that the instructor is notified in advance:

- Athletic or other Rutgers-sponsored trips: Travel dates and times accompanied by a signed memo from the group's advisor/coach must be presented to the instructor before travel dates.
- Religious observances.
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents, etc. It will be up to the prerogative of the instructor whether or not the student will be allowed to take the make-up or receive an extension.

### Behavior

- Behavior should facilitate and enhance the learning process. Any behavior that disrupts the learning process of yourself or other students will not be tolerated.
- Important to your educational success is the ability to think and speak freely. As a result, classmate perspectives and opinions should be respected, even if they differ from one's own positions. Disagreements, debates, and other contentious dialogue are welcomed but must be carried out in a manner that focuses on finding better answers, not making personal attacks.

### Laptops, Tablets, Cell Phones, and Other Electronic Technologies

- Access to Canvas should be on a laptop or desktop computer for full functionality.
- All timed quizzes and exams should be completed on reliable equipment such as a desktop computer or a laptop that is plugged in.
- Avoid accessing material on a mobile device as Canvas functionality will be degraded.
- Please visit the Rutgers Student Tech Guide page for resources available to all students. If you do not have the appropriate technology for financial reasons, please email the Dean of Students at [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu) or complete the contact form for assistance. If you are facing other financial hardships, please visit the Office of Financial Aid at <https://financialaid.rutgers.edu/>.

### Assignment Submissions

- Let's face it technology breaks at the most inconvenient times. Servers go down, computers get viruses, transfers time out, printers don't work, and files become corrupt. The list goes on and on. These are not considered emergencies. They are part of the normal production process. An issue you may have with technology is no excuse for late work. You need to protect yourself by managing your time and backing up your work.
- Students agree that by taking this course all required assignments may be subject to submission for textual similarity review to Turnitin.com (directly or via a learning management system, i.e. Canvas) for the detection of plagiarism. All submitted assignments will be included as source documents in the Turnitin.com reference database solely to detect plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. Students who do not agree should contact the course instructor at once.

### Diversity & Inclusion

- The Department of Agricultural, Food, and Resource Economics supports an inclusive learning environment wherein diversity and authenticity are valued. We are committed to creating a culture of equality that respects the diverse voices of our students, faculty, and staff. We will continuously strive to create a curriculum and academic environment to reflect the community we serve and drive innovation, social responsibility, and excellence. Our diversity in thought, skill, and academic discipline is a resource and strength, which stands to benefit the whole and positively contribute to university and global reach.

**UNIVERSITY SERVICES**

Service	Description	Contact Information
<b>Student Accommodations</b>	If you are a student in need of accommodations, please register with the <b>Office of Disability Services</b> in order to initiate the accommodations process. Please present your letter of accommodation to your instructor during the first week of the semester. Please note that accommodations are not retroactive.	(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 <a href="https://ods.rutgers.edu/">https://ods.rutgers.edu/</a>
<b>Just In Case Web App</b>	Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.	<a href="http://health.rutgers.edu/medical-counseling-services/counseling/caps-next-step/">http://health.rutgers.edu/medical-counseling-services/counseling/caps-next-step/</a>
<b>Counseling, ADAP &amp; Psychiatric Services (CAPS)</b>	CAPS is a university mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.	(848) 932-7884 17 Senior Street, New Brunswick, NJ 08901 <a href="http://www.rhscaps.rutgers.edu/">www.rhscaps.rutgers.edu/</a> Medical Services: <a href="http://health.rutgers.edu/medical-counseling-services/medical/">http://health.rutgers.edu/medical-counseling-services/medical/</a> Counseling Services: <a href="http://health.rutgers.edu/medical-counseling-services/counseling/">http://health.rutgers.edu/medical-counseling-services/counseling/</a>
<b>Violence Prevention &amp; Victim Assistance (VPVA)</b>	The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.	(848) 932-1181 3 Bartlett Street New Brunswick, NJ 08901 <a href="http://www.vpva.rutgers.edu/">www.vpva.rutgers.edu/</a>
<b>Scarlet Listeners</b>	Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.	(732) 247-5555 <a href="mailto:scarlet.listeners@gmail.com">scarlet.listeners@gmail.com</a> <a href="https://scarletlisteners.wixsite.com/scarletlisteners">https://scarletlisteners.wixsite.com/scarletlisteners</a>
<b>Academic Support</b>	School of Arts and Sciences Academic Advising for personal, career, and educational goals.  Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Management major/minor requirements.	SAS: <a href="https://sasundergrad.rutgers.edu/">https://sasundergrad.rutgers.edu/</a>  Dept. of Kinesiology & Health: Lin Williams   <a href="mailto:lin.williams@rutgers.edu">lin.williams@rutgers.edu</a> Loree Gym, Room 148 Becky DeMarco   <a href="mailto:becky.demarco@rutgers.edu">becky.demarco@rutgers.edu</a> <a href="https://kines.rutgers.edu/academics/academic-advising">https://kines.rutgers.edu/academics/academic-advising</a>

Last Updated: 7-26-2023

**COURSE OUTLINE AND SCHEDULE:**

<b>Week</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignments due</b>
<b>PART 1: THE CONTEMPORARY BUSINESS WORLD</b>			
1	The US Business Environment	Chapter 1	Discussion on Economic system.
2	Understanding Business Ethics and Social Responsibility	Chapter 2	Quiz 1 Chapters 1 and 2
3	Entrepreneurship, New Ventures, and Business Ownership	Chapter 3	Discussion on Chapter 3
4	Understanding the Global Context of Business	Chapter 4	Quiz 2 Chapters 3 and 4
<b>PART 2: MANAGING THE BUSINESS</b>			
5	Managing the Business	Chapter 5	Discussion on Chapter 5
<b>TEST 1 Covers Chapters 1 to 5</b>			
6	Organizing the Business	Chapter 6	
7	Operations Management and Quality	Chapter 7	Quiz 3 Chapters 6 and 7
<b>PART 3: PEOPLE IN ORGANIZATIONS</b>			
8	Leadership and Decision Making	Chapter 9	Discussion on Chapter 9
9	Human Resource Management and Labor Relations	Chapter 10	Quiz 4 Chapters 9 and 10
<b>PART 4: PRINCIPLES OF MARKETING: BUILDING RELATIONSHIPS WITH CUSTOMERS FOR COMPETITIVE ADVANTAGE</b>			
10	Marketing Processes and Consumer Behavior	Chapter 11	Discussion on Chapter 11
<b>TEST 2 covers Chapters 6-7 and 9-11</b>			
11	Developing and Pricing Products	Chapter 12	Discussion on Chapter 12
<b>PART 5: MANAGING INFORMATION FOR BETTER BUSINESS DECISIONS</b>			
12	Information Technology (IT) for Business	Chapter 14	Quiz 5 Chapters 12 and 14
13	The Role of Accountants and Accounting Information	Chapter 15	Discussion on Chapter 15
<b>PART 6: THE FINANCIAL SYSTEM AND ISSUES IN FINANCIAL MANAGEMENT</b>			
14	Understanding Money and the Role of Banking	Chapter 16	Quiz 6 Chapters 15 and 16
15	Managing Business Finances	Chapter 17	
<b>TEST 3 Covers Chapters 12 and 14 - 17</b>			

**BUSINESS PLAN DUE ON DECEMBER 6<sup>TH</sup> BY 11.59 PM.**