Instructor Information

Instructor: April Hearne, MSE  
Office: BTC 228  
Mailbox: BTC 312  
Office Hours: TR 9:00-10:00; 1:30-2:30 and W 10:00-11:00  
Phone: 812-2843  
Email: ahearne@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Chair: April Hearne  501-812-2843  ahearne@uaptc.edu  
Dean: Dr. Bentley Wallace  501-812-2336  bewallace@uaptc.edu

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

This is an online class

Catalog Description

3 Credit Hours

Focuses on the application of business disciplines including management, marketing, finance, and accounting to the operation of a small business. Students will be guided in the development of a small business plan.

Course Materials

Required:


Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.
Institutional Learning Outcomes and General Education

UA-Ptc supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla

Department / Program Learning Outcomes

The Business department and Entrepreneurship program, consistent with the College’s mission and the Division’s objectives, encourages the success of its students in all technical fields and academic disciplines by promoting the following throughout the program:

1. Development of a personal business plan for a small business
2. Identify steps in starting a business
3. Develop a marketing plan for a small business
4. Demonstrate a working knowledge of SWOT within a small business model
5. Identify advertising opportunities within/for a small business venture
6. Identify different selling opportunities within/for a small business
7. Identify funding opportunities for individual small business ventures
8. Identify business opportunities through current business trends
9. Brainstorm new business ideas and concepts
10. Identify and recognize the importance of employee motivation and leadership within a small business organization

Student Learning / Course Outcomes

- You will develop your own personal business plan utilizing marketing, management, financial, and organizational aspects of small business.
- You will explore marketing and product strategies for small businesses.
- You will explore the everyday management opportunities afforded by the unique situations arising from the operation of a small business.
- You will be introduced to the financial operations of a business such as managing the firm’s assets and securing financing.
Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

UA-PTC Attendance Policy

Education at UA-PTC requires students’ active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two weeks of class. Additionally, a written policy on student attendance that is tied to course objectives and included in a course syllabus will be provided for each course by instructors.

Departmental Attendance Policy

Students are expected to attend all class sessions. After an unavoidable absence due to illness, emergency, or other extenuating circumstance, the student must take the responsibility for contacting instructors in order to initiate arrangements for completing all activities missed. Excessive absences and work not made up may adversely affect final grades. Failure to attend class for any period of time does not constitute a withdrawal. Students should attend the first day of classes. Instructors establish attendance policies for their classes, and students have the responsibility to know those policies and to comply with them. When absences exceed the number allowed by the instructor of the class, the instructor has the authority to assign the student a grade of “F” at the end of the semester.

Attendance for students receiving Veterans Administration benefits will be reported to the VA representative in Veterans Services. Unavoidable absences such as jury duty, military duties, injuries, or illness must have written documentation supplied by the student. Makeup work for classes or tests missed will be arranged with the instructor’s consent. When a student drops a course the Department of Veterans Affairs will be notified of the last date of attendance and directed to end benefits for the course for the remainder of the term.

Late Work will not be accepted.
Course Policies

The UA-PTC Catalog rules and regulations will be enforced in this course at all times.

Please consult the following website for more information:

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

Grading Policy

Letter grades will be based on the following scale:

- 90 to 100% A
- 80 to 89% B
- 70 to 79% C
- 60 to 69% D
- 0 to 59% F

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<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes</td>
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<tr>
<td>Assignments</td>
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<tr>
<td>Sections 1-3</td>
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<tr>
<td>Business Plan</td>
<td>350</td>
</tr>
<tr>
<td>Total</td>
<td>1000 Points</td>
</tr>
</tbody>
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* Instructors have one week to provide feedback and post grades for all assignments unless otherwise noted by a departmental policy that has been approved by the Dean of the School.

In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

Academic Integrity

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”
The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

Any student caught cheating will receive a grade of F on that assignment. A second offense will mean dismissal from the course with a grade of F without exception.

Accommodation Policy

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student's responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

Student Code of Conduct

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog. http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2

Sexual Misconduct

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:

Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu
Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

Final Exam Schedule: TBD

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Course Agreement Form

Read, complete, and return to instructor:

I have read the course syllabus for April Hearne’s Small Business Management class at Pulaski Technical College, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

Semester

Date

Print name

Signature

UA-UA-PTC Email address

Telephone