Course Objectives

• To explore the process of managing a small business and the strategies and tactics that can be used to substantially improve profits and survivability.
• To identify and understand the various technical formalities associated with running a small enterprise.
• To understand and appreciate the role and lifestyle of an independent entrepreneur in today’s society.
• To gain an understanding of the benefits of extensive planning for small business ventures.

Academic Survival Kit

The Undergraduate Committee has identified writing, presentation and critical thinking skills as areas where student learning outcomes need improvement. To
assist students, an Academic Survival Kit with resources on writing and presentation skills is available on the College web page at http://business.nmsu.edu/students/survival-kit/.

**Required Text and Readings**


- Readings in the form of handouts, Internet articles etc. will be required by the Instructor.

**Course Procedure**

This is an Internet course. You should log on to the course frequently as there will be new items posted continually. In particular, your Conversations (email), Calendar, To-Do list, Announcements, and Discussions should be reviewed daily. Your grade will directly correlate with your level of engagement in the course.

The course is organized into Modules. We will do one Module at a time and it will not be possible to work ahead. Each Module will have at least one assignment. Each assignment will have a due date. Due dates will be posted in the Course Calendar and in the Course Syllabus.

Assignments are due at 11:59 p.m., New Mexico time, on their due date as shown in the Course Calendar.

Late assignments will not be accepted.

There will a Midterm Exam and a Final Exam. Full details will be announced the week before.
University Grading System:

NMSU implemented fractional grading beginning with summer 2013 courses. Fractional grading is used in this course and rounding of final grades is not allowed.

The NMSU system of grading is expressed in letters, which carry grade points used in calculating the cumulative grade–point average:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>4.0</td>
</tr>
<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A–</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>B–</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>C–</td>
<td>2.0</td>
</tr>
<tr>
<td>D+, D, D–</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
</tr>
</tbody>
</table>

Grading Scheme:

A  100% to 94%
A- < 94% to 90%
B+ < 90% to 87%
B  < 87% to 84%
B- < 84% to 80%
C+ < 80% to 77%
C  < 77% to 74%
C- < 74% to 70%
D+ < 70% to 67%
D  < 67% to 64%
D- < 64% to 61%
F  < 61% to 0%

There is no rounding of final grades in this course. As an example, a final score of 89.9 would result in a final grade of B+ (from the table above).
Grading

Assignments 40%
Midterm Exam 15%
Final Exam 15%
Class Participation 30%

Fine Print

Late Adds: The last day to add a semester-long class for the fall semester without the instructor’s permission is August 22nd.

Multiple submissions: It is inappropriate to submit in one class work that has been submitted in other courses. Yes, we check.

Incomplete Grades: Under university policy, incompletes may be given only if a student has a passing grade at mid-semester (the last day to withdraw from a class) and is precluded from successful completion of the second half of the course by a documented illness, documented death, family crisis or other similar circumstances beyond the student’s control. An incomplete cannot be given to avoid assigning a grade for marginal or failing work. Requirements for removal of the I grade will be clearly stated on the I grade form and a copy of the form must be provided to the student. If you receive a grade Incomplete (I), you may be required to re-register for the course.

Withdrawals: The deadline for withdrawing from a 15 week course in the fall is October 21st. There are different deadlines for mini-semester courses. In the case of a withdrawal, the course remains on the student’s transcript and the grade is listed as “W”. Students in the College of Business may withdraw from a class by presenting an add/drop slip to the staff in the Advising Center for processing, if it is received prior to the deadline.

Academic Dishonesty: Plagiarism is using another person’s work without acknowledgment, making it appear to be one’s own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at http://lib.nmsu.edu/plagiarism/

University Communications: The official means of communications and announcements from the university will be sent to your @nmsu.edu email account. Please check this account on a regular basis.

Disabilities/Employee Relations: Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student
has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:

Trudy Luken  
Student Accessibility Services (SAS) – Corbett Center, Room 244  
Phone: 646-6840  Email: sas@nmsu.edu  
Website: www.nmsu.edu/~ssd/

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation. For more information on discrimination issues, Title IX or NMSU’s complaint process contact:

Gerard Nevarez or Agustin Diaz  
Office of Institutional Equity (OIE) – O’Loughlin House  
Phone: 646-3635  Email: equity@nmsu.edu  
Website: www.nmsu.edu/~eeo

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