

UNIV 100, Section 31: Starting Your Own Business
Fall 2020
University of Louisiana at Lafayette

Instructor: Rachel Alexander

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Virtual Office Meeting Hours: Tuesday and Thursday 10:00 am to 2:00 pm

Phone: (337) 366-0053

Peer Mentor: Ty A. Henley

Course Description: UNIV 100 has been designed to help first-year students maximize their success in college by addressing a variety of issues that often lead to failure or withdrawal as well as providing you with information and strategies to enhance your academic success. The course has two parts:

1. **Cajun Connection**

Available to Students: August 13, 2020 at 8:00am

Closes: August 31, 2020 at 5:00pm

- a. UNIV 100 Class Session 6:00 pm – 8:45 pm
- b. CRN# 24942

2. UNIV 100: August 17th- November 20th

3. Maxim Doucet Hall Rm: 111

You must receive credit in both parts of the course to pass UNIV 100.

Welcome to starting your own business. This class is designed to introduce you beginning business owner to the fundamentals of developing your plan to run your small business. My goal is for each of you to increase your personal level of hands-on knowledge of defining and running your own business. My intention is also to make the class interesting and enjoyable while you apply what you are learning towards a final real-world deliverable of a business plan.

COVID-19 Response

https://louisiana.edu/covid19?utm_source=website&utm_medium=home-spotlight&utm_campaign=covid-updates

Health and Safety Information

<https://louisiana.edu/covid19/health-safety-info#showing-symptoms>

Course Learning Outcomes:

After successful completion of UNIV 100, students will be able to:

1. Identify forms of business ownership
2. Identify and Understand the Challenges of Entrepreneurship
3. Forms of Business Financing
4. Importance of a Business

Required Course Materials:

1-inch binder with loose-leaf paper

Course Grade: Students *must* pass both the Cajun Connection and First-Year Seminar sections of the course to earn a passing grade in UNIV 100. Your grade in the Cajun Connection part of the course is “credit/no credit” (and will be provided to Rachel Alexander from the Office of the First-Year Experience). Your grade in the seminar is based on the following:

Note: Syllabus is Subject to Change

We will meet in class in person on Tuesday August 18th the remain classes will be on Zoom.

UNIV 100, Section 31: Starting Your Own Business

Week 1:

Introduction

- Syllabus Review
- Ice Breakers
- House Keeping Rules
 - When we are on Zoom everyone must show his or her face, **Absolutely No Pictures!!!!.**
 - **If you post a picture you will be counted as absent**
 - We Will Discuss the Do's and Don'ts of This Class Along With The Expectations
- Getting to Know One Another
 - Let's Discuss What The Next Couple Of Weeks Will Look Like
 - Who Am I?
 - Who Are You?
- The World of Business Looks Very Different Now

Week 2:

- Meet and Greet Business Partners
- We are forming a business?
- What is a Business Plan?
- The Foundations of Entrepreneurship
- Advantages and Disadvantages of Entrepreneurship
- **Assignment:** PowerPoint: Meet the Team:
 - 3 Slides
 - Slide 1: Team Number & Team Member Names
 - Slide 2: Name of Business
 - Slide 3: Product or Service

Week 3:

The Economic Questions

- What should be produced?
- When will it be produced?
- How will it be produced?
- Who will produce it?
- Who are our consumers?
- Team Assignments

Week 4:

Why Become Entrepreneurs?

- Critical Thinking Exercise 1
- What Business Do You Want to Start?
- Organizational Chart
- Business Plan Practice 1

Week 5: What Are Our Values & Why Are We Here?

- Core Values & Mission
- Mission Statement Assignment
- Critical Thinking Exercise 2
- Business Practice Plan 2

Week 6: Good or Bad Customer Service?

- Effective Customer Service
- Critical Thinking Exercise 3

Week 7: Where is the Money?

- Income Statements
- Critical Thinking Exercise 4
- Business Practice Plan 3

Week 8: To Finance or Not to Finance?

- Financing Strategy
- Critical Thinking Exercise 5
- Business Practice Plan 4

Week 9: Is the Cash Flowing?

- Critical Thinking Exercise 6
- Business Practice Plan 5
- Guest or Guests Speakers

Week 10:

- Business Plan Practice

Week 11: To Lead or Not to Lead (Who is really leading?)

- Effective Leadership
- Business Plan Practice

Week 12:

- Final Business Plan Presentation

The final course grade will utilize the following grade scale:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

< 60 = F

COURSE POLICIES

Attendance Policy: Class attendance is an obligation and you are expected to attend, regularly and punctually, all classes in which you are enrolled. Roll will be taken every class period, beginning on the first day of class, and absences will be recorded. ***If you are tardy, you are to notify me after class to make sure your attendance has been recorded.*** University policy permits students to miss 10% of the total number of class meetings without penalty. Excused absences (which are reserved only for validated absences, such as doctor appointments, military service, and university sponsored activities for which you are involved) do not fall under the 10% rule. Excessive absences may jeopardize your scholastic standings, financial aid, and may lead to suspension from the university. Excessive tardiness and early departures will not be tolerated. If you are tardy 3 times, it will count as 1 absence. All excused absences must be presented at the beginning of class, no later than the next class meeting. ***Excuses will not be accepted after 1 week (no exceptions!!) Please note that the instructor reserves the right to accept or deny an excuse. Please note: If your absence extends beyond 1 day, you may need to contact the Dean of Students for proper documentation to present to your Instructors.***

Course Student Interaction Expectations: Students will respect each other and the instructor. Students will be expected to engage in group work during some classes. Students are also expected to participate in class discussions and treat the instructor and classmates with respect. Repeated failure to show respect can lead to dismissal from the course. [Other specific expectations for your section]

Late Work Policy: As a general rule, assignments will not be accepted beyond the due date. ***Please DO NOT turn in work if you have been absent and have not provided an excuse!!*** You may be allowed to make up work if a valid excuse is presented. The instructor reserves the right to accept or deny late assignments. All assignments must be neat, legible and completed per instructor's guidelines.

Technology/Cell Phone Policy: Cell phone, laptop or tablets use during class will not be tolerated during class unless a class activity, assignment or project requires it.

Recording Devices: Lectures or course materials, such as quizzes, may not be recorded or disseminated in any fashion without prior approval from the instructor.

Academic Honesty Policy: The University of Louisiana at Lafayette policy on academic dishonesty is outlined in the 2013-2015 Undergraduate Catalog and the Code of Student Conduct will be followed. Both of these documents can be found on Ulink under the Student tab. Failure to adhere to academic honesty policies may lead to academic penalties, up to and including failure of the course. If you have any questions about this policy or you aren't sure how to appropriately cite others' work (such as information you found on the internet), ask me or visit The Writing Center (see below).

Withdrawing from a course: If you wish to withdraw from a course, you must do so by the last official day to withdraw, Thursday, Oct. 8. After that time you will receive the grade assigned by the instructor.

CAMPUS RESOURCES

Office of Disability Services: For information about ODS and SEP services, contact Kim A. Warren, MSW, PH.D., LCSW, Supported Education Advisor, by phone at 482-5252, by email at kimawarren@louisiana.edu, or by visiting the Office of Disability Services in the Conference Center, Room 126. Eligibility requirements are described at the ODS website (<http://disability.louisiana.edu/>).

Counseling & Testing Center: Free counseling services are available at the Counseling and Testing Center (<http://counselingandtesting.louisiana.edu/>) which is located in the Saucier Wellness Center in O.K. Allen Hall. Reasons for going to counseling include anxiety, depression, relationship difficulties, substance abuse, and more. You can contact the center by calling (337) 482-6480 or sending an email to counseling@louisiana.edu.

The Learning Center: Services offered by The Learning Center include FREE individual (one-on-one) tutoring, study group tutoring, supplemental instruction (SI), computer lab assistance, and a wide variety of on-line resources, most of which are offered in coordination with various academic and administrative departments on campus. Tutors are available at The Learning Center for almost all 100- and 200-level math and science courses as well as for ACCT, BSAT, ECON, EECE, ENGR, ESOL, FREN, PSYC, SPAN, and STAT. The center is located on the second floor of Lee Hall and can be contacted at 337-482-6583 or tlc@louisiana.edu for information or assistance.

The Writing Center: The Writing Center exists to help you improve your research and writing skills. Services offered in The Writing Center include tutoring on all aspects of writing (from creating a draft to proofreading your paper) and workshops on topics ranging from how to do research to how to give presentations. The Writing Center is in HL Griffin 107. You can find more information here: <http://english.louisiana.edu/about-us/writing-center/index.shtml>.

Technical Support: Students can access technical assistance by contacting the IT Help Desk (<http://helpdesk.louisiana.edu/>) at 337.482.4357 or email at ithelp@louisiana.edu. The IT Help Desk is located in room 201 of Stephens Hall.

Emergency Evacuation Procedures: [procedures for your class location should go here]

UL Lafayette COVID-19 Syllabus Policies and Guidelines

Student Code of Conduct: COVID-19: The University aims to fulfill its mission while protecting the health and safety of our students and campus community at large. This includes taking steps to minimize the potential spread of COVID-19. The

University will adhere to the orders, proclamations, and regulations of the Governor of Louisiana and the Mayor-President of Lafayette, Louisiana, as well as guidelines from the Centers for Disease Control and Prevention (“CDC”) and the Louisiana Department of Health (“LDH”) regarding COVID-19. This impacts the expectations of all students as the University continues to make public health informed decisions to protect health and safety on campus. Students should read and understand the addendum to the Code of Student Conduct regarding COVID-19 and Public Health-Informed Policies, and any updates thereto.

COVID-19 Mask Policy for Academic Areas: To assist in decreasing the spread of the COVID-19 virus, it is the University's policy that all students, faculty, and staff are required to wear masks or face coverings which completely cover the nose and mouth areas while inside any academic building including classrooms, labs, studios, offices, hallways, and stairways. A face shield is not an acceptable substitute of a face mask. Failure to wear a mask is a violation of the Student Code of Conduct and such violation will be forwarded to the Dean of Students for action.

Students who have concerns about wearing masks due to a disability or medical condition may discuss a modification to the University's mask policy with the Office of Disability Services. In order to discuss a modification for the Fall 2020 semester, students must first register with Disability Services. All registrants will be contacted to arrange a virtual meeting for further discussion. Learn more about Disability Services and accommodations on the Student COVID-19 Response page. Email questions to ods@louisiana.edu.

COVID-19 Attendance: If you are experiencing any signs or symptoms associated with COVID-19 (refer to the most recent [Centers for Disease Control \[CDC\]](#) guidance on possible symptoms), do not come to class or to campus. First, contact Student Health Services (337-482-1293) or your medical provider, then contact your instructors to inform them of your situation and discuss possible arrangements and ways to keep up with the courses. If you do not feel well for any reason and are staying home, including for symptoms of COVID-19, fill out the [Anticipated or Unplanned Absence Form](#).

If you are required to self-isolate or self-quarantine because of COVID-19, do not come to class or to campus. All students who are required to self-isolate or self-quarantine because of COVID-19 must complete the [Student COVID-19 Quarantine and Isolation Form](#) (they do not need to complete the Anticipated or Unplanned Absence form) and email their instructors for support and resources.

Do not wait until you are behind to reach out to your instructors. Options will vary depending on when during the term you are unable to participate, how much class time and coursework is missed, and the nature of the course. Options may include, but not be limited to, transitioning to learning and testing remotely during your absence; in extreme cases, withdrawing from the course, or receiving a grade of incomplete. Contact your instructor and academic advisor with any questions.

For requests to move from on-campus to remote learning for reasons related to

COVID-19, a student initiates a written request to the faculty member. The faculty member considers the student's request, learning objectives of the course, and educational technology available to determine if an arrangement for remote instruction is feasible. If a resolution within the course is not possible, the student may contact the department head over the course, and then the academic Dean, to see what other resolutions may be available.

Learn more on the Student COVID-19 Response page on the University's website. If you have any questions or concerns, email deanofstudents@louisiana.edu.

Faculty Guidelines: Academic departments will procure a supply of masks through Facilities Management to make available to faculty for students who do not have a mask. If a student is required to wear a mask but is not wearing one as required in academic areas, faculty will provide a mask to the student and inform the student that it is a violation of the Code of Student Conduct not to wear a mask. If the student does not use the mask, the student

will be required to leave the classroom and the faculty will advise them that they will report it as a violation of the Code of Student Conduct. The faculty will complete the [Community Reporting Form](#) found on the Office of Student Rights and Responsibilities website. Any class missed due to a student's failure to adhere to the requirement of wearing a mask will be recorded as an unexcused absence.

The student will not be allowed into the academic setting until clearance has been provided from the Office of Student Rights and Responsibilities. Students should stay in contact via e-mail with their instructors/professors pending clearance.

Health or Safety Risk: The University may request or require a student to leave campus when that student's continued presence on campus poses a health or safety risk for community members.