

Updated 08/11/2025



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

**BUSINESS PLANNING: SPECIAL TOPICS IN BUSINESS
ADMINISTRATION & MANAGEMENT**

BMGT 1391.N080

M. BOYCE WILSON

NOTE: This is a 16-week online course.

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Disclaimer:

The instructor reserves the right to change course policies, deadlines, assignments, or exams at their discretion with the proper notice. Proper notice is defined as an announcement in Brightspace or email to student email accounts at least 24 hours in advance of the change.

Course Description:

This special topics course will focus on the life cycle of a new business venture from start-up to growth, and finally exit planning. Additionally, this course will explore the development of a business plan for small businesses.

Prerequisites:

Students must have completed BUSG 2309 Small Business Management with a grade of “C” or higher -OR- have the approval of the program director

Course Notes and Instructor Recommendations:

This course is designed to be a practical exploration into the lifecycle of a business and how the business plan must reflect the current and strategically planned future of the business. For entrepreneurs, the business plan is a living and breathing document – if the entrepreneur is the heartbeat of the small business, the business plan is the veins in which the life of the business flows. Throughout the course, you will develop a business plan for the business you are interested in starting or have already started.

As a business professional and entrepreneur, you are a lifelong learner. Business is ever-changing: markets shift, disruptive technologies emerge, and economies change – this means that the business must adapt to these changes. The ability of the business to change is dependent upon the entrepreneur. You must commit to being a lifelong learner, never ceasing to be curious and learn new things. This means that your future will involve spending time reading trade magazines, blogs, and reference materials outside of the formal classroom. It also means that you’ll (hopefully) find an appreciation for mentorship – both being mentored by and mentoring others.

The textbook and Brightspace online learning environment play an integral role throughout this course. All lectures, assignments, and exams will be completed in Brightspace. Some assignments are directly linked to your course textbook – these links are provided within the course content to ensure a seamless educational experience. As such, you must have basic computer skills to be successful in this course.

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Essential business skills will be reinforced throughout this semester. These are skills necessary to achieve success in the workplace and life. Your instructor's course policies are designed to enforce such skills as timeliness, accountability, responsibility, effective communication, professionalism, and integrity. Each of these policies is defined within the course syllabus.

Instructor Information:

Instructor Name: M. Boyce Wilson
MCC Email: mwilson@mclennan.edu
Office Phone Number: (254) 299-8699
Office Location: BT 214
Office/Teacher Conference Hours: M 12:30 PM – 2:30 PM
T 9:30 AM – 1:30 PM
TH 9:30 AM – 12:30 PM
Other Instruction Information: Zoom meetings available – must be scheduled in advance

Correspondence Policy:

Email is the preferred method of communication. There is an expectation that during regular hours, emails (from students and staff) will be returned within 24 hours of receipt. Messages, calls, and emails are returned within 24 hours of receipt except when received over the weekend or during holidays. Emails received during weekends or holidays will be returned the first business day that the College is open. Students are to include the course and section number in the subject of their emails. Failure to include the course and section number in the email's subject line will result in a delay in response.

*****INSTRUCTOR NOTE:*****

McLennan Community College's Official E-Mail Communication Policy (E-XXXI-b) requires that "all students, staff, and faculty will use their official college e-mail addresses when conducting college business." Emails from personal email addresses pertaining to the course will not be answered.

Policy E-XXXI-b can be reviewed here: <https://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>

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Required Text & Materials:

Title: How to Write a Business Plan
Author: McKeever, M. P.
Edition: 6th
Publisher: NOLO/Consolidated Printers, Inc.
ISBN: 0-87337-863-6
Access: E-book and PDF available through MCC's Library
https://ezproxy.mclennan.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=78303&site=ehost-live&scope=site&ebv=EB&ppid=pp_i

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Required Software:

Microsoft Office – available at no cost to students. Download for free at
<https://ithub.mclennan.edu/books/microsoft-office-365/page/how-to-access-microsoft-office-365>

Adobe PDF Reader – available at no cost to students. Download for free at
<https://get.adobe.com/reader/>

Acceptable File Types for Email and Assignment Submission:

Microsoft Office file formats: *.docx, *.xlsx, *.pptx
Portable Document Format: *.pdf
Photographs/Images: *.jpg, *.jpeg, *.png, *.bmp
Audio files: *.mp3
Video files: *.mp4

*****INSTRUCTOR NOTE:*****

Do not submit work in any format not listed above unless you have discussed the format with the instructor. If you submit a file that cannot be opened by the instructor, you will be given a zero (0) for your submission.

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Required Hardware:

While no specific hardware is required for the course, students must utilize a desktop or laptop computer or tablet that meets the minimum system requirements as defined by McLennan Community College. You may review these system requirements here:

<https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html>

Minimum Technical Skills:

Students should possess the ability to:

- Create, save, recall, and email (as an attachment) documents; and,
- Perform basic formatting of documents, spreadsheets, and presentations.
- Utilize the Internet, including online databases and search engines, to conduct research, determine the validity, relevance, and timeliness of materials, and collect information from a variety of sources.

Methods of Teaching and Learning:

1. This is an online course and will require a lot of self-discipline! You are expected to log into Brightspace each day to check the course and to check your student email every day as well. Since there are no formal classroom meetings, the instructor will act more as a facilitator for learning than a traditional professor. You will be expected to read the required chapters and complete the required assignments on time. The instructor is here to make sure you understand and are learning the objectives set in this course. Students are expected to be self-disciplined, use time management skills effectively, and be accountable for their actions in this course.
2. This course utilizes textbook reading, online quizzes and assignments, written exercises, and exams to teach toward the course objectives. This online course represents the same course content and rigor as a face-to-face class. As such, you should expect to devote a comparable amount of time each week to reading, self-study, research, and homework assignments. You should also understand that this is a tough course, especially for those with limited exposure to business management. Reading the textbook is not optional. You will likely need to read the text several times to gain an understanding of the material. This class requires that you think critically and in a far different way than you

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are likely used to. Be prepared to put in the necessary time and effort into this course!

3. Time is NOT your friend! For today's college student (and today's business professional), time is our most limited commodity. You must manage your time effectively to ensure that you complete all course requirements while maintaining your responsibilities at home, work, and in society. You do not want to fall behind!

Course Objectives and/or Competencies:

Upon successful completion of this course, students will:

1. Develop a business idea that serves as the foundation for establishing a small business;
2. Develop a marketable business name;
3. Develop an understanding of the business' target market;
4. Identify competitors and gain an understanding of the business' market position;
5. Plan for the marketing of the business;
6. Establish a reasonable and profitable pricing structure; and,
7. Develop a comprehensive business plan.

Course Attendance/Participation Guidelines:

If a student is not in attendance per the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster before certifying the respective class roster. A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

Definitions

The terminology we use is important.

Drops occur BEFORE the census date and do not count against the student's maximum withdrawal count of 6 classes, as defined by state law.

Withdrawals occur AFTER the census date and count in the student's maximum withdrawal count of 6 classes.

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Faculty/Instructors process instructor-led class drops and withdrawals for their classes. Students who desire to be reinstated into a course must contact the course instructor to determine whether the student is eligible for reinstatement. The decision of the course instructor regarding whether or not a student will be reinstated is final.

Online & Hyflex Course Attendance Policy (Business Division)

To be counted as attending BEFORE the census date, a student must complete and submit at least ONE assignment for each week prior to the Census date (Weeks 1 and 2). Discussion boards, syllabus quizzes, the first set of homework, etc. are considered as meeting the criteria for an assignment. An email to the instructor does NOT count. Logging into Brightspace and accessing content does NOT count. Any student who fails to complete and submit at least one assignment each week prior to the census date will be dropped from the course.

Past the census date, students who fail to submit two consecutive modules of work without notification of an excused absence as per MCC policy prior to the 60% point of the term will be withdrawn from the course. If a student completes any part of a work module, they have “attended” and will not be withdrawn. If a student fails to submit two consecutive modules of work without notification of an excused absence (as defined below) as per MCC policy and the class is past the 60% point of the term, the instructor will NOT withdraw the student. The student will be assigned the grade earned at the end of the term.

Course Outline or Schedule:

In the event that a schedule change is necessary, students will be notified by course announcement in Brightspace and the information changed on the course calendar located in Brightspace. All assignments must be submitted by 11:59 PM on the specified due date.

Week	Lecture/Assignment Details	Due Date
1	[READ] Syllabus [DISCUSS] Welcome & Introductions [QUIZ] Orientation Quiz	8/31/2025 11:59 PM
2	[READ] Chapter 1: Benefits of Writing a Business Plan [IDEATE] Worksheet: Your Business Idea	9/7/2025 11:59 PM
3	[READ] Chapter 2: Do You Really Want to Own a Business? [IDEATE] Your Self Assessment [CREATE] Entrepreneurial Improvement Plan	9/14/2025 11:59 PM

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4	[READ] Chapter 3: Choosing the Right Business [IDEATE] Operational Considerations [CREATE] Business Plan: General Company Description	9/21/2025 11:59 PM
5	[READ] Chapter 4: Potential Sources of Money... [IDEATE] Startup Costs and Sources of Funding	9/28/2025 11:59 PM
6	[READING] Chapter 5: Your Resume and Financial Statement [IDEATE] Costs, Operating Expenses, and Sales/Revenue Forecast [CREATE] Business Plan: Operational Plan	10/5/2025 11:59 PM
7	[READING] Chapter 6: Your Profit and Loss Forecast [IDEATE] Marketing Perspectives [CREATE] Business Plan: Management and Organization	10/12/2025 11:59 PM
8	[READING] Chapter 7: Your Cash Flow Forecast & Capital Spending Plan [CREATE] Business Plan: Startup Expenses and Capitalization	10/19/2025 11:59 PM
9	[READING] Chapter 8: Write Your Marketing and Personnel Plans [CREATE] Business Plan: Marketing Plan	10/26/2025 11:59 PM
10	[READING] Chapter 9: Editing and Finalizing Your Business Plan [CREATE] Business Plan: Financial Plan	11/2/2025 11:59 PM
11	[READING] Chapter 10: Selling Your Business Plan [CREATE] Business Plan: Appendices	11/9/2025 11:59 PM
12	[READING] Chapter 11: After You Open - Keeping on the Path to Success [CREATE] Business Plan: Executive Summary and Table of Contents	11/16/2025 11:59 PM
13	[READING] Chapter 12: Good Resources for Small Businesses [EVALUATE] Business Plan Feedback - SBDC	11/23/2025 11:59 PM
14	[EVALUATE] Business Plan Feedback - StartUp Waco	11/30/2025 11:59 PM
15	[CREATE] Business Plan - Final Draft	12/7/2025 11:59 PM
16	[EXAM] Reflective Final Exam	12/9/2025 11:59 PM

Course Grading Information:

Course assignments, activities, and discussion board participation will be graded and a grade released within two (2) calendar weeks of the assignment's due date. Any student without a submission on the due date will be assigned a zero (0) grade. The late work policy below establishes whether late work for unexcused absences will be accepted, any penalization that occurs due to the submission of late work, and how/when the grade will be updated.

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Grades will be weighted as follows:

Orientation Quiz	x	10%	=	
Ideation of Business Concepts	x	15%	=	
Business Plan Creation Activities	x	15%	=	
Evaluations of Business Plan	x	25%	=	
Business Plan – Final Draft	x	25%	=	
Reflective Exam	x	10%	=	
Total		100%	=	

90-100%	A
80-89.999%	B
70-79.999%	C
60-69.999%	D
0-59.999%	F

Late Work and Make Up Work Policies:

Assignment due dates can be found on your schedule, within this syllabus, and associated with each assignment and exam on Brightspace. **All work is due on or before the assigned date and time (Sundays of the week in which the material was covered)! Late work will not be accepted without substantial written documentation of a significant issue.** If there is something that you believe may hinder the completion of the final exams on time, it is your responsibility to contact the instructor to inform them **well in advance** of the due date. Also, you do not want to procrastinate in this course. The assignments and course activities will require that you spend an appropriate amount of time on them. If you wait until Sunday to complete your coursework, you will find that you do not have enough time and will miss the opportunity to submit some of your coursework. Because this course centers around the business plan for the business in which you desire to start, you will need to spend ample time performing market research to ensure that your business plan demonstrates sound financial considerations and is competitive in your market.

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*****INSTRUCTOR NOTE*****

I understand that people get sick. I understand that family events occur, work requires attendance, and many other things can temporarily disrupt a student's academic experience. However, less than 20% of students receiving extensions on their work actually complete the work within the extended timeframe.

All coursework is available from the first day of the module. While an absence in class may be excused in accordance with the policy provided in this syllabus, you have ample time to complete course activities prior to the due date. As such, there are very few justified reasons why coursework will be allowed to be submitted following the due date. The attendance policy requires only that coursework missed during a scheduled class meeting be allowed to be submitted in the event of an excused absence. **As all coursework is approached as homework that is submitted in Brightspace, no late work will be accepted without the occurrence of a significant issue lasting more than 5 days and is reflected in written documentation from a physician, the Title IX office at MCC, or other appropriate source.**

During the semester, students think they have plenty of time to work on their assignments, and you do, but do not procrastinate. This is not a self-paced course where everything is due at the end of the semester. Some of the work in each week may require significant time to complete. Plan ahead for this!

A grade of Incomplete (I) will only be issued for students who need only to take the complete the final exam and have an extenuating circumstance that resulted in an excused absence (documentation must be provided) for the day of the final exam.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

Student Behavioral Expectations or Conduct Policy:

This is a business course in which you are learning the skills necessary to succeed as a professional in today's workforce. As such, you are expected to behave as a professional in all

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aspects of the course. Use this opportunity to emulate the behaviors expected of a professional. Yes, you are a college student, but you aspire to be something more – something greater...so start ‘walking the talk’ today!

Timeliness:

In business, you are expected to manage your time appropriately. It is highly unlikely that you will work for someone that allows you to arrive late, not show up, or complete your tasks late. In this course, time management will be emphasized. The late work policy above is designed to ensure that you adhere to course timelines. I understand that “life happens,” but it will continue to happen, even when you are at work. It is your responsibility to ensure that you plan accordingly and manage your time in a manner that allows you to complete all coursework within the defined timeframes. If you procrastinate, you will find that when “life happens,” you will be caught off-guard and may not be able to submit work on time.

Responsibility:

Whether you are a high school student, 100 years old, or anywhere in between, you will be expected to be responsible for your participation, work, and college experience. Essentially, you must assume responsibility for your education. If there is assigned work, it is your responsibility to complete it on time while meeting or surpassing the quality of work expected of a college student. If you don’t understand something or need additional assistance, it is your responsibility to seek help from one of the many resources MCC offers to its students. You are responsible for reading all course materials, assignment instructions, and information provided by the me or within your textbooks/course resources. Failure to follow instructions will result in a loss of points on your assignments and course activities.

Accountability:

Just as in the professional world, you will be held accountable for your actions or inactions in this course. You will be rewarded for your efforts provided those efforts meet or exceed the requirements of the course. You will be penalized for incomplete work, work not submitted, work that does not adhere to the instructions provided, and any lack of participation in the course. Plan accordingly and pay attention to detail and you will surely find success!

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Effective Communication:

You will be expected to communicate with me just as you would communicate with senior management at a company. You should be respectful of the instructor and your fellow classmates at all times. You are expected to maintain a professional tone in your communication with all the people associated with this class or college. Do not expect an immediate response to emails or telephone calls, especially if you attempt to contact me or one of your peers late in the evening or the middle of the night. Late night telephone calls or text messages are not acceptable. Lastly, be respectful of others' time. Be concise in your communications so that both your time and others' is maximized.

When communicating with your instructors or classmates, be sure to include the course and section number in your email's subject line. With the amount of emails that each person in the class receives, including the course number lets the recipient know that they need to read the email and to which class the email pertains.

Professionalism:

You are expected to be professional at all times throughout this semester. Professionalism is defined as the conduct, behavior, and attitude of a person within a work or business environment. Professionalism directly relates to the policies described above. How we choose to communicate with one another, whether we submit work on time, and the quality of the work we produce all relate to professionalism. Additionally, the attitude you choose to take also relates to being professional. I understand that this may not be your favorite course. I understand that there are assignments that you may not like. That is okay; however, you will still be expected to approach this course and its activities with a positive attitude. Lastly, being professional means appearing professional. It has been said many times that you should dress for the job that you want. Do not come to class or an appointment with me (including a Zoom teleconference) wearing pajamas or anything that would be deemed inappropriate in the business world.

Integrity:

Integrity is defined by Merriam-Webster as "a firm adherence to a code of especially moral value." A person with integrity is incorruptible. Each of us come from a different background – our stories differ – but we each share one common trait: we are each born with integrity. Our integrity cannot be taken away by anyone or anything unless we choose to sacrifice it. In this

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course, you are expected to be honest. Own your mistakes, seek ways to improve, and you will find success. Cheating will not be tolerated, nor will plagiarism.

Cheating & Plagiarism:

Cheating is defined as “acting dishonestly or unfairly in order to gain an advantage.” The use of calculators and software to support decisional processes in the course is **not** considered cheating as such behaviors are reflective of the practices and behaviors utilized within industry. However, any form of plagiarism, the use of anyone else’s work, the completion of someone’s work for them, or the use of artificial intelligence to complete coursework beyond the allowed use of AI as defined below **are** considered cheating for the purposes of this class.

Plagiarism is defined as “an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author’s work as one’s own, as by not crediting the original author.” Plagiarism includes but is not limited to, copying someone else’s work that they created and/or copying and pasting directly from a website or book without proper citation or using AI-generated content without proper citation and reference. If you are believed to be or found plagiarizing or cheating in any way, you will be given one written warning, be reported to the Conduct Officer, and will receive a zero on the assignment for the first offense. The instructor reserves the right to regrade any work that has been submitted up to the point of alleged plagiarism, and this regrade will result in a failing grade. You will be allowed to resubmit any work found on the first instance of plagiarism, but will not receive a grade higher than 50% of the assignment’s total possible points. If you are found to be cheating or plagiarizing a second time, you will automatically be given an “F” for the course, without the option to drop the course for the grade of a “W,” and will be reported to the Conduct Officer with the possibility of academic suspension. For more information on plagiarism, visit <http://www.plagiarism.org/plagiarism-101/what-is-plagiarism/>.

Use of Artificial Intelligence (AI) in the Course

In this course, students may utilize AI writing aids only to generate ideas, provide feedback on written work, or to assist in refining a near-complete draft of a written assignment. To align with the principles of academic integrity, the use of AI tools must be clearly and explicitly cited in APA 7th edition format and the student must include the exact prompts utilized in any interactions with the AI tool. Failure to clearly and explicitly cite the use of AI tools within student submissions will be considered plagiarism and a breach of MCC’s academic integrity

policy. The use of any form of AI without proper attribution is also considered theft of intellectual property – an issue that entrepreneurs want to avoid.

Use of Turn-It-In for Ensuring Academic Integrity

Turnitin (<https://www.turnitin.com/>): To help students learn proper composition skills and to promote academic honesty, this class may use the services provided by Turnitin (hereinafter, the “Service”). The above URL contains information about the capabilities, services, terms and conditions, and privacy policy of the Service. Faculty may use the Service to review all submitted assignments.

Students agree that by taking this course, all required papers may be subject to submission for textual similarity review to Turnitin for the detection of plagiarism and the unauthorized or uncited use of AI. All submitted papers will be included as source documents in the Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Students further understand that if the results of the review support an allegation of academic dishonesty, the students’ work will be investigated and the student is subject to discipline according to policy.

*****INSTRUCTOR NOTE:*****

Deviation from any of the aforementioned course policies, will result in the following penalties:

1st Offense: Written warning from the instructors, a zero grade issued for the activity in which the offense occurred, and a report made to the Conduct Officer. Conduct issues not involving a graded activity will be addressed by written warning from the instructor and a report made to the Conduct Officer.

2nd Offense: Report made to Conduct Officer and immediate removal from the course with an “F” grade given for the course.

Extenuating Circumstances and Title IX

*****INSTRUCTOR NOTE:*****

You need to be concerned about your scholarship, grants, and graduation all during the semester, NOT after you earned an F or a W. Do not participate when the mood strikes you; you are expected to participate throughout the entire semester. Please contact me if you have extenuating circumstances. If your extenuating circumstances involve pregnancy or parenting, please contact MCC's Title IX office at titleix@mclennan.edu. Exclusions to the policies defined in this course syllabus may apply in instances involving Title IX protections. Such situations must be addressed by the Title IX office before accommodations in the course can be made.

Please understand that we care for each of our students, especially when it comes to their safety and well-being. If during the course of discussions, an issue arises that the instructor believes warrants a referral for Title IX or to our success coaches, they will not hesitate to make the referral. The instructor will do their best to notify you in advance of the referral and will stand by your side as part of your circle of care for as long as you and the college will allow. Should these circumstances arise, please understand that the referral is not disciplinary, but rather an opportunity to intervene early and identify all resources that can help you find academic and personal success.