SCIM 420 Implementation of Lean Logistics in New Businesses

Class Time: TR: 3PM to 6:00 PM

Professor: Dr. Marvin E Gonzalez (Dr G)  Office: BCTR 432 (Beatty Center)
Office Hours: M: 8 to 11 AM (just for IS)  Phone: (843) 953-4276 (No home calls!,Please)
E-mail: use OAKS email always!  OAKS: Go to MyCharleston

This is an Independent Study class, not an ONLINE Class, Quizzes and test must be done in the professor office at the time agreed. If the professor agrees a time if you arrived late, the time will be deducted from your total time.

Course Description:

Turn your business ideas into a solid plan for financing and long-term success. Committing your idea to paper in the form of a business plan not only increases your chances of obtaining financing, but also in keeping your business strategically focused. With the support of your instructor and a network of like-minded students, you'll work through all of the major components of writing a business plan and emerge with your first draft in hand. And most importantly, you will have completed the first---and most difficult---step on the path to small business success.

Course Objective:

The objective of this project will be to set up a full business plan for El Jute Tilapia Farm. The course intends to develop a procedure which the company could use for their development and grow stage.

The SB learning goals are:

COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills.

INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

SYNTHESIS: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Prerequisite
Honduras trip

This course addresses the following SBE learning goal:
Problem Solving Ability, Global Awareness, Ethical Awareness and Social Responsibility.

Text and Course Materials:


Grading and Evaluation:

LETTER GRADE
<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>&gt; 94</td>
<td>A</td>
</tr>
<tr>
<td>90-93.99</td>
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</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
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<table>
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<th>Component</th>
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<tbody>
<tr>
<td>Literature Research</td>
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<tr>
<td>Pre-Project Development</td>
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</tr>
<tr>
<td>Final project</td>
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Attendance Policies (non-negotiable policy)

**Missing Exams**

- **No makeup projects will be given.**

**SNAP Students/Special Accommodations/Athletes**

- Students needing special accommodations should present official letters to the professor within the first week of class.
- No additional time will be given for quizzes. We measure in quizzes the ability of the student to respond within a specific time what is being tested, additional to answering the question correctly.
- For all other tests, the student should bring the envelope to the professor and he/she should pick it up on the day of the test to bring to the testing center. The professor won’t bring the test to the testing center, it is the student’s responsibility. Students should use the testing center for additional time. If they decide to do the test with the rest of the class, no additional time will be given.

**College of Charleston Honor Code**

- Students can find the complete Honor Code and all related processes in the Student Handbook at [http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html](http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html).
- During exams, students are not allowed to go to the bathroom. Students should leave their cell phones out of their reach. The same applies to any other electronic devices such as ipods.
- Computer monitoring will also be reinforced during quizzes/exams.

**Miscellaneous Policies:**

- Although I will try to maintain the class schedule and objectives, I may need to make adjustments. You are responsible to check WEBCT CALENDAR for the most recent calendar of activities and dates. Don’t ask the professor about exams dates, since he/she will not give you as accurate information as the WebCT Calendar.
- **The professor does not give additional projects to increase students’ grades before or after the exam(s). The professor does not round grades, a 59.9 total grade is an F.**
- No food or drinks allowed in the lab. This is a School-wide policy, non-negotiable!

**Complaints about Exams Grading**

- The professor encourages students to review in detail when exams/quizzes are returned. You have 2 DAYS after the graded evaluation is turned back to you to make any questions or complaints about it. If that time is passed, it means you have accepted the grade given and no further complaints are accepted.
- No complaints are accepted for any reason if the two-day period has passed (non-negotiable).

**Teaching Method**

Lecture, assigned reading, hands-on exercises, and cases. We will use e-learning as a support tools in the course, therefore, students should have the responsibility to learn how to use Excel (use the videos in Microsoft website to review Excel). The professor will assume you know ALL the tasks practiced in the videos on page 1). **Any detailed questions about excel, should be done outside the classroom to avoid distracting class objectives.**
Topical Coverage

Lesson 01 - A Strategy for Success
Lesson 02 - Defining Your Business
Lesson 03 - The Role of the Customer
Lesson 04 - Structuring Your Organization
Lesson 05 - The Marketing Plan
Lesson 06 - The Competition
Lesson 07 - Marketing in Action
Lesson 08 - Operations, Manufacturing, and SCM
Lesson 09 - Understanding the Finance Section (Part I)
Lesson 10 - Understanding the Finance Section (Part II)
Lesson 11 - Financing Your Business
Lesson 12 - Building a logistic strategy
Lesson 12 - The Final Document

You will find the most updated schedule in OAKS calendar!