

Course name: SMALL BUSINESS MANAGEMENT Number: BUSG 2309

COURSE MASTER SYLLABUS

MANAGEMENT DEPARTMENT

CIP CODE AREA: 52.0701

COURSE LEVEL: Intermediate (Sophomore Level)

COURSE NUMBER: BUSG 2309 (WECM Course)

COURSE TITLE: Small Business Management

CREDIT HOURS: 3; **LECTURE HOURS:** 3; **LAB HOURS:** 0

PREREQUISITE: None

METHOD OF PRESENTATION: Three hour lecture/discussion each week.

COURSE DISCRIPTION: A course on how to start and operate a small business. Topics include facts about a small business, essential management skills ,how to prepare a business plan, financial needs, marketing strategies, and legal issues.

REQUIRED TEXTBOOKS/ MATERIALS:

Title: *Small Business Management*

Author: Longnecker, Moore, and Petty

Publisher: Southwestern, 12th edition

ISBN: 032406554X

SCANS (SECRETARY’S COMMISSION ON ACHIEVING NECESSARY SKILLS):

Course SCANS Competencies for

Course name: **SMALL BUSINESS MANAGEMENT** Course number: **BUSG 2309**

Please go to <http://phred.dcccd.edu/~ttg/syllabi/scans.htm> for a complete definition and explanation of SCANS. This list summarizes the SCANS competencies addressed in this particular course.

RESOURCES	INTERPERSONAL	INFORMATION	SYSTEMS
1.1 Manages Time 1.2 Manages Money 1.3 Manages Material and Facility Resources 1.4 Manages Human Resources	2.2 Teaches Others 2.3 Serves Clients/Customers 2.4 Exercises Leadership 2.5 Negotiates to Arrive at a Decision	3.1 Acquires and Evaluates Information 3.2 Organizes and Maintains Information 3.3 Uses Computers to Process Information	4.1 Understands Systems 4.2 Monitors and Corrects Performance 4.3 Improves and Designs Systems
TECHNOLOGY	BASIC SKILLS	THINKING SKILLS	PERSONAL QUALITIES
5.1 Selects Technology 5.2 Applies Technology to Task	6.1 Reading 6.2 Writing 6.3 Arithmetic 6.5 Listening 6.6 Speaking	7.1 Creative Thinking 7.2 Decision Making 7.3 Problem Solving 7.4 Mental Visualization 7.5 Knowing How to Learn 7.6 Reasoning	8.1 Responsibility 8.2 Self-esteem 8.3 Sociability 8.4 Self-Management 8.5 Integrity/Honesty

INSTRUCTIONAL METHODOLOGY: See specific instructor’s syllabus

COURSE RATIONALE:

COMMON COURSE LEARNING OBJECTIVES:

A. Entrepreneurs: The Energizers of Small Business -The Student should be able to:

- Discuss the availability of entrepreneurial opportunities and give examples of highly successful business started by entrepreneurs.
- Identify three rewards and three drawbacks of entrepreneurial careers.
- Identify personal characteristics often found in entrepreneurs.
- Discuss factors that indicate a readiness for entrepreneurship.
- Describe the various types of entrepreneurs, entrepreneurial leadership, and entrepreneurial firms.

B. Small Business: Vital Component of the Economy - The Student should be able to:

- Define small business and identify criteria that may be used to measure the size of business firms.
- Compare the relative importance of small business in the eight major industries and explain the trend in small business activity.
- Identify five special contributions of small business to society.
- Discuss the rate of small business failure and the costs associated with such failure.
- Describe the causes of business failure.

C. Start up and Buyout Opportunities - The Student should be able to:

- Give three reasons for starting a new business rather than buying an existing firm or acquiring a franchise.
- Distinguish the different types and sources of startup ideas.
- Identify five factors that determine whether an idea is a good investment opportunity.
- List some reasons for buying an existing business.
- Summarize four basic approaches for determining a fair value for a business.
- Describe the characteristics of highly successful startup companies.

D. Franchising Opportunities - The Student should be able to:

- Describe the basic concept of franchising and some of the important approaches.
- Identify the major advantages and disadvantages of franchising.
- Discuss the purpose for evaluating a franchise.
- Explain the benefits derived from becoming a franchiser.
- Describe the critical franchiser/franchisee relationship.

E. Family Business Opportunities - The Student should be able to:

- Discuss the factors that make the family business unique.
- Explain the cultural context of the family business.
- Outline the complex roles and relationships involved in a family business.
- Identify management practices that enable a family business to function effectively.
- Describe the process of managerial succession in a family firm.
- Analyze the major issues involved in the transfer of ownership to a succeeding generation.

F. The Role of a Business Plan for a New Venture - The Student should be able to:

- Answer the question "What is a business plan?"
- Explain the need for a business plan from the perspective of the entrepreneur and the investor.
- Describe what determines how much planning an entrepreneur and a management team are likely to do.
- List practical suggestions to follow in writing a business plan, and outline the key components of a business plan.
- Identify available sources of assistance in preparing a business plan.

G. Creating a Competitive Edge - The Student should be able to:

- Identify the forces that determine the nature and degree of competition within an industry.
- Identify and compare strategy options for building a competitive advantage.
- Define the difference types of market segmentation strategies.
- Explain the concept of niche marketing and its importance to small business.
- Discuss the importance of customer service to the successful operation of a small business.

H. Analyzing the Market and Formulating the Marketing Plan -The Student should be able to:

- Describe small business marketing.
- Discuss the nature and techniques of the marketing research process.
- Explain the dimensions of market potential and the methods of forecasting sales.
- Identify the components of a formal marketing plan.

I. Selecting the Management Team and Form of Organization - The Student should be able to:

- Describe the characteristics and value of a strong management team.
- Identify the common legal forms of organization used by small businesses and describe the characteristics of each.
- Identify factors to consider in making a choice among the different legal forms of organization.
- Describe the effective use of boards of directors and advisory councils.
- Explain how different forms of businesses are taxed by the federal government.
- Describe the special features and restrictions of a Subchapter S corporation.

J. Choosing the Location and Physical Facilities - The Student should be able to:

- Identify the general considerations affecting the choice of a business location.
- Describe the process for making the location decision.
- Identify the challenges of running a home-based business.
- Explain how efficiency can be achieved in the layout of a physical facility.
- Discuss the equipment and tool needs of small firms.

K. Accounting Statements and Financial Requirements - The Student should be able to:

- Describe the purpose and content of financial statements
- Explain how to forecast a new venture's profitability.
- Estimate the assets needed and the financing required for a new venture.

L. Finding Sources of Financing- The Student should be able to:

- Evaluate the choice between debt financing and equity financing.
- Contrast the primary sources of financing used by startups and by existing firms.
- Describe various sources of financing available to small firms.
- Discuss the most important factors in the process of obtaining startup financing.

M. Consumer Behavior and Product Strategy -The Student should be able to:

- Explain aspects of consumer behavior.
- Describe the concepts of product life cycle and product development.
- Discuss alternative product strategies for small business.
- Identify major marketing tactics that can transform a firm's basic product into a total product offering.

N. Pricing and Credit Strategies -The Student should be able to:

- Explain how to set a price.
- Apply break-even analysis to pricing.
- Identify specific pricing strategies.
- Discuss the benefits of credit, the factors that affect credit extension, and the kinds of credit.
- Describe the activities involved in managing credit.

O. Promotion: Personal Selling, Advertising, and Sales Promotion -The Student should be able to:

- Describe the communication process and the promotional mix.
- Discuss methods of determining the level of promotional expenditure.
- Explain personal selling activities.
- Identify advertising options for a small business.
- Describe types of sales promotion tools.

P. Distribution Channels and Global Markets -The Student should be able to:

- Explain the role of distribution in marketing.
- Describe the major considerations in structuring a distribution system.
- Discuss global marketing challenges.
- Describe the initial steps of global marketing.
- Identify sources of trade and financing assistance.

Q. Professional Management in the Growing Firm - The Student should be able to:

- Discuss the distinctive features of small firm management.
- Identify the various kinds of plans and approaches to planning.
- Discuss the entrepreneur's leadership role.
- Describe the nature and kinds of small business organization.
- Discuss the ways in which control is exercised.
- Describe the problem of time pressure and suggest solutions.
- Explain the various types of outside management assistance.

R. Managing Human Resources - The Student should be able to:

- Explain the importance of employee recruitment and list some sources that can be used for finding suitable applicants.
- Identify the steps in evaluating job applicants.
- Describe the role of training for both managerial and nonmanagerial employees in the small firm.
- Explain the various kinds of compensation plans and the difference between daywork and incentives.
- Discuss employee leasing, labor unions, and the formalizing of human resource management.

S. Quality Management and the Operations Process- The Student should be able to:

- Explain the key elements of total quality management (TQM) programs.
- Discuss the nature of the operations process for both products and services.
- Describe the role of maintenance and the differences between preventive and corrective maintenance.
- Explain how reengineering and other methods of work improvement can increase productivity and make a firm more competitive.

T. Purchasing and Managing Inventory- The Student should be able to:

- Discuss purchasing policies and the basic steps in purchasing.
- Explain the factors to consider in choosing suppliers and how to maintain good relationships with suppliers.
- Identify the objectives of inventory management.
- Describe ways to control inventory costs and types of record-keeping systems used in inventory control.

U. Computer-Based Technology for Small Businesses - The Student should be able to:

- Identify basic applications of computer technology that are appropriate for small firms.
- Describe the hardware and software components of an information-processing system.
- Explain the role of computers in data communications.
- Provide examples of computer-based office and production technology.
- Outline the process for selecting the computer system best suited to a small firm's needs.
- Discuss the ways in which computers may affect small businesses in the future.

V. Evaluating Financial Performance- The Student should be able to:

- Identify the basic requirements for an accounting system.
- Explain two alternative accounting options.
- Describe the purpose of and procedures related to internal control.
- Evaluate a firm's liquidity.
- Assess a firm's operating profitability.
- Measure a firm's use of debt or equity financing.
- Evaluate the rate of return earned on the owners' investment.

W. Working-Capital Management and Capital Budgeting - The Student should be able to:

- Describe the working-capital cycle of a small business.
- Identify the important issues in managing a firm's cash flows.
- Explain the key issues in managing accounts receivable, inventory, and accounts payable.
- Discuss the techniques commonly used in making capital budgeting decisions.
- Determine the appropriate cost of capital to be used in discounted cash flow techniques.
- Describe the capital budgeting practices of small firms.

X. Risk and Insurance Management-The Student should be able to:

- Explain what risk is and classify business risks according to the assets they affect.
- Explain how risk management can be used in coping with business risks.
- Explain basic principles in evaluating an insurance program and the fundamental requirements for obtaining insurance.
- Identify types of insurance coverage.

Y. Social and Ethical Issues- The Student should be able to:

- Explain the impact of social responsibilities on small businesses.
- Describe the special challenges of environmentalism and consumerism.
- Identify contextual factors that affect ethical decision making in small businesses.
- Describe practical approaches for applying ethical precepts in small business management.

Z. Working with the law - The Student should be able to:

- Discuss the regulatory environment within which small firms must operate.
- Describe how the legal system protects the marketplace.
- Explain the importance of making sound legal agreements with other parties.
- Point out several issues related to federal income taxation.

COMMON COURSE LEARNING OUTCOMES: The student will describe important issues about small business; identify essential management skills required of a successful entrepreneur; and prepare a business plan.

GRADING SYSTEM:

COURSE POLICIES: Departmental policies for Incompletes, Attendance, and Withdrawal are as follows:

Incomplete Policy: An incomplete (I) will be granted to a student in rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

Attendance Policy: All students are expected to attend classes. Non-attendance will have an impact on the student's grade.

Withdrawal Policy: It is the student's responsibility to withdraw from a course. Instructors are allowed to withdraw students but students must not rely on their instructor to withdraw them if they wish to withdraw.

Austin Community College policies for Academic Freedom, Scholastic Dishonesty, Student Discipline, and Students with Disabilities are as follows:

Academic Freedom Statement: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Scholastic Dishonesty Statement: Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework” (Student Handbook, 2002-2003, p. 32). Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

Student Discipline Statement: Classroom behavior should support and enhance learning. Behavior that disrupts the learning process will be dealt with appropriately, which may include having the student leave class for the rest of that day. In serious cases, disruptive behavior may lead to a student being withdrawn from the class. ACC's policy on student discipline can be found in the Student Handbook, 2002-2003, p. 32.

Students with Disabilities Statement: Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester” (Student Handbook, 2002-2003, p. 14).