

SYLLABUS

DIVISION: BUSINESS & ENGINEERING TECHNOLOGY

DATE REVISED: SPRING 2014

CURRICULA IN WHICH COURSE IS TAUGHT: BUSINESS MANAGEMENT

COURSE NUMBER AND TITLE: **BUS 165, SMALL BUSINESS MANAGEMENT**

CREDIT HOURS: 3 HOURS PER WEEK

LECTURE: 3 HOURS PER WEEK

LAB: N/A

- I. Catalog Description: Identifies management concerns unique to small businesses. Introduces the requirements necessary to initiate a small business, and identifies the elements comprising a business plan. Presents information establishing financial and administrative controls, developing a marketing strategy, managing business operations, and the legal and government relationships specific to small businesses. Lecture 3 hours per week.
- II. Relationship of the Course to Curricula Objectives in Which it is Taught: Small Business Management is a required course for DCC Business Management specialization students. The students, upon completion of the course, will be expected to understand the unique problems specifically encountered by small business ventures. Also, participants will learn entrepreneurship principles associated with starting, financing, managing, and expanding a small business. BUS 165 will address all of the DCC business management program objectives. DCC Business Management—Management Specialization graduates will demonstrate the ability to:
 - utilize industry standard computer software products in business communication media such as written reports and business plans using word processing software (i.e., Microsoft Word) and business presentations using presentation software (i.e., Microsoft PowerPoint);
 - perform and interpret basic business math, accounting, and business statistical calculations;
 - understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
 - demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
 - understand how the principles of basic economics (e.g., supply and demand, the American free enterprise system, etc.) apply to successful business management practices;
 - understand basic legal and regulatory requirements for business and industry;
 - recognize the features, advantages, and disadvantages of business ownership categories (e.g., proprietorship, partnership, corporation, etc.);
 - understand standard methods for interviewing, hiring, training, motivating, and supervising employees;
 - recognize basic business strategy and philosophy development techniques (e.g., SWOT analysis, vision, mission, values, goals, objectives, etc.); and
 - evaluate marketing strategies for successful products and services.
- III. Required Background: This course has no general required course prerequisites. BUS 100 is a recommended prerequisite. If students have developmental studies requirements, MTE 1, MTE 2, and ENF 1 must be completed prior to enrollment. ENF 2 may be taken concurrently with BUS 165.

IV. Course Content:

- Initial business considerations
- Legal business structure (proprietorship, partnership, corporations, LLC, etc.)
- Governmental regulations
- Employment law
- Human resources for small business
- Financing (debt, equity, SBA assistance, etc.)
- Finance and accounting methods
- Marketing, advertising, research
- Business planning
- Insurance and risk
- Office administration
- Computers, Internet, Web design, e-commerce

V. General Education Objectives – The following general education objectives are addressed in this course:

- X Communication
- X Critical Thinking
- X Cultural and Social Understanding
- Information Literacy
- X Personal Development
- X Quantitative Reasoning
- Scientific Reasoning

VI. LEARNER OUTCOMES

VII. EVALUATION

Students will create a business plan approximately 20-pages in length describing the creation or expansion of a fictitious business venture. The business plan will thoroughly describe all aspects of the proposed venture including the following: <ul style="list-style-type: none">• Start-up analysis• Product and service development• Detailed financial projections such as income statements, balance sheets, start-up costs, and cash flow budgets• Management and organizational structure• Marketing plans and competitive analysis	<ul style="list-style-type: none">• Semester-long business plan project culminating in a full-scale business plan that could be used in a real-world application
<ul style="list-style-type: none">• Recognize what constitutes a small business• Understand the psychological attributes of a successful entrepreneur and analyze whether or not the student has those personal characteristics• Evaluate the opportunities available in small business ownership based on current business trends	<ul style="list-style-type: none">• Chapter quiz• Homework questions
<ul style="list-style-type: none">• Discuss how ethics relates to individuals and small businesses• Explain how the concepts associated with managing and recruiting employees apply to small business management	<ul style="list-style-type: none">• Chapter quiz• Homework questions• Business plan project
<ul style="list-style-type: none">• Understand the importance of computer technology, the internet, e-commerce, and web design for small business• Design a basic web page for a hypothetical business venture	<ul style="list-style-type: none">• Chapter quiz• Business plan project• Web page project

<ul style="list-style-type: none"> • Explain the purposes of laws and identify the major sources of law in the United States that are related to small business • Describe the characteristics of a contract and explain how the terms of contracts are enforced • Provide an overview of the legal principles governing agency, intellectual property, and bankruptcy • Understand basic governmental regulations associated with employment law, healthcare, income tax, sales tax, payroll taxes, etc. 	<ul style="list-style-type: none"> • Chapter quiz • Homework questions • Business plan project
<ul style="list-style-type: none"> • Describe the characteristics of the basic forms of business ownership (i.e., sole proprietorship, general partnership, limited partnership, S-corporation, C-corporation, Limited Liability Company (LLC)) 	<ul style="list-style-type: none"> • Chapter quiz • Homework questions • Business plan project
<ul style="list-style-type: none"> • Evaluate the advantages and disadvantages of franchising • Compare and contrasts the features and benefits of the various sources of financing available to small business owners (debt, equity, etc.) • Explain the roles of the Small Business Administration (SBA) and Small Business Development Centers (SBDC) in business start-up financing and assistance 	<ul style="list-style-type: none"> • Chapter quiz • Homework questions • Business plan project
<ul style="list-style-type: none"> • Define accounting and describe how accounting information is used in small business creation and management • Demonstrate an understanding of basic income statements and balance sheets • Describe the key elements of the major financial statements • Utilize Microsoft Excel to create detailed spreadsheets for financial projections such as monthly income statements and cash flow budgets 	<ul style="list-style-type: none"> • Chapter quiz • Homework questions • Business plan project
<ul style="list-style-type: none"> • Discuss the objectives and process of marketing as it relates to small business • Identify the role of the target customer in marketing • Explain each element of the marketing mix (the 4 P's) • Conduct primary and secondary marketing research as part of a business plan • Deliver a brief presentation pitching the project to potential funding sources 	<ul style="list-style-type: none"> • Chapter quiz • Homework questions • Business plan project • Elevator pitch presentation