

MANAGEMENT OF SMALL BUSINESS

Course No	:	BUS 280
Course Title	:	MANAGEMENT OF SMALL BUSINESS
Prerequisites	:	BUS 152
Course Type	:	Major
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

Course Objectives:

The course is designed for those who may eventually have their own businesses or for those who desire to upgrade their skills in their present businesses. It provides the student with a combination of theoretical and practical knowledge in the area of small business management.

Course Description:

A course on how to start and operate a small business. The unique characteristics of small business are examined, making the student aware of ideas, concepts, and philosophies important to small business success. The course introduces the fundamentals of business management, including planning, raising capital, using business information, managing employees, and marketing products and services. The course discusses different types of businesses, legal organizations, accounting and financial requirements.

Course Outline:

1. Facts about a small business
2. Essential management skills
3. How to prepare a business plan
4. Financial needs and alternatives
5. Site analysis
6. Staffing
7. Marketing strategies
8. Controlling inventory
9. Setting prices
10. Growth and expansion decisions and strategies, and
11. Legal issues.

Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. discuss the motivation(s) inherent in starting a small business and the advantages and limitations of small businesses.
2. Demonstrate knowledge of the procedures for starting a small business.
3. Upon completion, students should be able to develop a small business plan.
4. Demonstrate knowledge of recruitment, the selection process for staffing, and how to build employee morale.

Skills to be developed:

This course helps students in developing the following skills:

1. **Communication** (Oral & written) **Through Assignments, Case Study discussions and Examinations**
2. **Analytical** **Through Case studies and examinations**
3. **Team Work** **Through Case studies**
4. **Creative Thinking** **Through Case studies, assignments, classroom discussions**
5. **Adaptability to Change** **Through Case studies, and examinations**
6. **Ethics** **Through lectures and assignments**
7. **Use of Information Technology** **Through use of PCs, Internet, CD-ROM, Statistical data base in the library**
8. **International issues** **Through Case studies, assignments, classroom discussions, and examinations**

Evaluating Student Performance:

Class participation and attendance	10%
Individual assignments	20%
Mid-term examination	20%
Project Presentation	50%

Assignment	LO1	LO2	LO3	LO4
Class participation	X			X
Class assignment		X		X
Mid-term exam	X	X		X
Project			X	

Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2.5	< 60	F	0.0

Educational Resources:

<i>Educational Resource</i>	Description	Comments
Textbooks Required	Effective Small Business Management, 7th ed., by Scarborough Norman M. and Zimmerer ThomasW. Prentice Hall Publishers.	
References	Small Business Management: An Entrepreneurial Emphasis by Halsey N. Broom, Justin G. Longenecker, Carlos W. Moore, J. Petty From Acorns... How to build your Business from scratch by Caspian Woods. Prentice Hall.	
Computers	Internet searches for obtaining info on Small Businesses	
CD - ROM :	(CD-ROM) data base in the library + Action learning through CD	
Other Resources:	Library resources, Internet search of periodicals	

Course Schedule & Outline:

Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		General Review		