

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Small Business Management
<b>COURSE NUMBER</b>	BUSN 0104
<b>DIVISION</b>	Math, Science, Business & Technology
<b>DEPARTMENT</b>	Business
<b>CIP CODE</b>	24.0101, 52.0201, 52.0401
<b>CREDIT HOURS</b>	3
<b>CONTACT HOURS/WEEK</b>	Class: 3
<b>PREREQUISITES</b>	None
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

Small Business Management presents a thoroughly contemporary treatment of the startup and management of small firms. Strong emphasis is placed on entrepreneurial opportunities and new-venture activities needed for the successful operation of small firms. Emphasis will be on current issues affecting the start-up and operation of a small business.

**Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.**

## PROGRAM LEARNING OUTCOMES

### Business Administration AAS Program Learning Outcomes

1. Problem Solving and Decision Making  
Apply appropriate problem solving and decision-making skills.
2. Writing Business Documents  
Demonstrate proficiency in writing business documents.
3. Organizational Impact  
Describe how internal and external forces impact the various department within an organization, to include operations, finance, marketing, production and human resources.
4. Legal Framework of Business  
Demonstrate knowledge of the legal framework that regulates business activity dealing with elements of legally enforceable contracts.
5. Ethical Responsibilities

Define the ethical responsibilities of business organizations and identify relevant ethical issues.

### **Marketing AAS Program Learning Outcomes**

1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies
3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.
4. Apply marketing principles to business and marketing issues.

### **TEXTBOOKS**

<http://kckccbookstore.com/>

### **METHODS OF INSTRUCTION**

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

### **COURSE OUTLINE**

- I. Entrepreneurship: A World of Opportunity
  - A. The Entrepreneurial Life
  - B. Integrity, Ethics, and Social Entrepreneurship
- II. Starting from Scratch or Joining an Existing Business
  - A. Starting a Small Business
  - B. Franchises and Buyouts
  - C. The Family Business
- III. Developing the New Venture Business Plan
  - A. The Business Plan: Visualizing the Dream
  - B. The Marketing Plan
  - C. The Organizational Plan: Teams, Legal Structures, Alliances, and Directors
  - D. The Location Plan
  - E. Understanding a Firm's Financial Statements
  - F. Forecasting Financial Requirements
  - G. A Firm's Sources of Financing
  - H. Planning for the Harvest
- IV. Focusing on the Customer: Marketing Growth Strategies
  - A. Building Customer Relationships
  - B. Product Development and Supply Chain Management

- C. Pricing and Credit Decisions
- D. Promotional Planning
- E. Global Opportunities for Small Business
- V. Managing Growth in the Small Business
  - A. Professional Management and the Small Business
  - B. Managing Human Resources
  - C. Managing Small Business Operations
  - D. Managing the Firm's Assets
  - E. Managing Risk

### **COURSE LEARNING OUTCOMES**

Upon successful completion of this course, the student will:

- A. Be able to describe the opportunities, rewards, business environment, entrepreneurial characteristics, and the sources for small business ideas.
- B. Be able to identify the various paths to small business entry and explain the importance of business planning.
- C. Be able to discuss marketing issues for small businesses.
- D. Be able to discuss financial issues and risk management for small businesses.
- E. Be able to explain the legal issues, human resource considerations, small firm life cycle, and success factors for small businesses.

### **ASSESSMENT OF COURSE LEARNING OUTCOMES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

### **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>