Course Syllabus

Department: Business

Date: December 7, 2012

I. Course Prefix and Number: BUS 147

Course Name: Small Business Management

Credit Hours and Contact Hours: 3 contact hours 3 credit hours

Catalog Description including pre- and co-requisites: no prerequisite

A management approach to the study of contemporary small business practices. Students evaluate alternatives to be considered in forming policies regarding organizational structure, location, financial and legal requirements, merchandising and service standards, personnel considerations, methods of operation, promotional strategy, inventory control and accounting procedures. This course will serve as preparation for the establishment and operation of a small retail business.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course is required for A.A.S. –Marketing, A.A.S. –Business Administration, and A.S. –Business Administration majors. This course may also be taken for Business elective credit or General elective credit.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

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

* determine several factors that indicate a readiness for entrepreneurship.
* identify roles and relationships in a family business.
* calculate business valuation methods.
* demonstrate niche marketing.
* justify the importance of a sustainable competitive advantage.
* produce a business plan or term paper in writing.
* document the marketing research process.
* research common legal forms of business organization.
* evaluate the characteristics and value of a strong management team.
* analyze business location issues.
* communicate the purpose and content of financial statements.
* compare debt vs. equity financing.
* explain product strategy and related concepts.
* explain the benefits of offering credit and activities involved in managing it.
* discuss the role of cost and demand factors in setting a price.
* evaluate specific pricing strategies.
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☒ writing
☒ oral communications
☒ reading
☐ mathematics
☒ critical thinking

☒ computer literacy
☐ ethics/values
☐ citizenship
☐ global concerns
☐ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Student will complete written business plans and/or papers with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will discuss class concepts; students will participate in class presentations</td>
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<tr>
<td>Reading</td>
<td>Student will read assigned chapters in the course textbook and provide written answers to discussion questions.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will take tests and quizzes which include short answer or essay type questions.</td>
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<tr>
<td>Computer Literacy</td>
<td>Students will use business plan/word processing software to complete assignments.</td>
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IV. Instructional Materials and Methods

TYPES OF COURSE MATERIALS

REQUIRED READING: Small Business Management textbook. The College Bookstore lists the current text being used in this class.

METHODS OF INSTRUCTION

This course will be taught by lecture and discussion of reading materials. Group exercises, special projects, case studies, and audio-visual programs will also be used.
V. GENERAL OUTLINE OF TOPICS COVERED

Family Business Opportunities
Franchising Opportunities
Startup and Buyout Opportunities
Competitive Advantage in the Marketplace
The Role of the Business Plan
Developing the Marketing Plan
Selecting the Management Team and form of Organization
Selecting a Location and Planning the Facilities
Accounting Statements and Financial Requirements
Finding Sources of Financing
Customer Loyalty and Product Strategy
Pricing and Credit Strategies
Promotional Strategy
Professional Management in the Growing Firm