

**I. CATALOG DESCRIPTION:**

A. Department Information:

Division: Business & Information Technology  
Department: Business Administration  
Course ID: BUSAD 105  
Course title: Small Business Management  
Units: 3  
Lecture: 3 hours  
Laboratory: None  
Prerequisite: None

B. Catalog Description:

For business majors and non-business majors who desire a greater knowledge of the fundamentals specifically related to the opening and operating of a small business firm. Designed to provide a working knowledge of the pitfalls associated with small business operations and how to recognize and solve these problems before they happen.

Schedule Description:

Designed to provide a working knowledge of pitfalls associated with small business operations and how to recognize and solve these problems before they happen.

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One**

**III. EXPECTED OUTCOMES FOR STUDENT**

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

- A. examine the domination of the small business scene in the United States;
- B. develop and demonstrate the writing of a strategic marketing plan for a small business;
- C. compare and contrast the relationship between the operations of small businesses to large businesses;
- D. compare ways for an individual to get into small businesses;
- E. compare methods of getting financial backing when starting in business.

**IV. CONTENT:**

- A. Role of Entrepreneurship in Economic Development
- B. Entrepreneurs and Managers
- C. Definition and Evolution of Entrepreneurship
- D. Entrepreneurial Characteristics
- E. Entrepreneurial Thinking
- F. The Growing Importance of Small Business
- G. Challenging Opportunities in Small Business
- H. Forms of Ownership of Small Business
- I. Becoming the Owner of a Small Business
- J. Planning, Organizing and Managing a Small Business
- K. How to Obtain the Right Financing for Your Business
- L. Developing Marketing Strategies
- M. How to market goods and services
- N. How to operate the business
- O. Purchasing inventory and quality control
- P. Basic financial planning and control
- Q. Promoting and Distributing

- R. How to Obtain and Manage Human Resources and Diversity in Small Companies
  - S. Maintaining Good Relationships with Your Employees
  - T. Basic Financial Planning and Control
  - U. Maintaining Good Government Relations and Business Ethics
  - V. Planning for the Future of Family-Owned Businesses
  - W. Developing a Successful Business Plan
- V. METHODS OF INSTRUCTION:**
- A. Lecture
  - B. Discussion
  - C. Project: S.W.O.T. Analysis/Marketing Plan/Business Plan
- VI. TYPICAL ASSIGNMENTS:**
- A. Reading
    - 1. Read chapter on Strategic and Operational Planning; be prepared to develop a strategic business plan for a small business.
  - B. Writing, Problem Solving, Critical Thinking, or Performance.
    - 1. Research, analyze and present a Business Plan.  
Grading will be based upon the completeness and precision of content, and overall presentation.
- VII. EVALUATION:**
- A. Methods of Evaluation
    - 1. Examinations and quizzes: Objective and Essay
      - a. Typical examination questions:  
Identify, analyze and explain the various theories and applications in the pricing strategies.
      - b. Research and present a Business Plan/Marketing Plan/S.W.O.T. Analysis.
    - 2. Class Participation
  - B. Frequency of Evaluation
    - 1. 5 Quizzes
    - 2. 1 Final Examination – S.W.O.T. Analysis/Marketing Plan/Business Plan
- VIII. TYPICAL TEXTS:**
- Hisrich, Robert D. and Peters, Michael P. Entrepreneurship, Columbus, OH: McGraw-Hill Irwin, 2002
- Longenecker, Justin and Moore, Carlos Petty, J.W. Small Business Management – An Entrepreneurial Emphasis, Cincinnati OH: Thomson South-Western, 2003.
- Allen, Kathleen R. Growing and Managing an Entrepreneurial Business, Boston, MA: Houghton Mifflin, 1999.
- IX. OTHER SUPPLIES REQUIRED OF STUDENTS:** None.