COURSE INFORMATION FORM

DISCIPLINE  BSAD
COURSE TITLE  Small Business Management
CR.HR  3  LECT HR.  3  LAB HR.  3  CLIN/INTERN HR.  0  CLOCK HR.  0

CATALOG DESCRIPTION
Introduces the fundamentals of business management, including planning, raising capital, using business information, managing employees, and marketing products and services. The course is oriented toward principles needed to operate a small business and is designed for those who may eventually have their own businesses or for those who desire to upgrade their skills in their present businesses.

PREREQUISITES
BSAD 219; Entrepreneurship or BSAD Program Coordinator’s Authorization

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Describe the role of small business in the global marketplace.
2. Describe the advantages and disadvantages of operating a small business.
3. Identify the plethora of resources available to small businesses.
4. Differentiate the different formations (i.e., franchise, Limited Liability Company, corporation and partnership) of small businesses.
5. Analyze the breadth of operating a small business.
6. Identify the legal aspects of a small business.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes  ESO

N/A
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

A.A.S. in Business

Students will communicate effectively within the business environment
  Present information orally
  Demonstrate effective written communication
  Exhibit positive interpersonal communications

Students will demonstrate the ability to learn, analyze, and apply business solutions in a global environment
  Exhibit an understanding of professional ethics and social responsibility

Students will function in a business environment as an individual, team member, and leader
  Demonstrate management functions

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Examinations/Quizzes containing true-false, multiple choice, short answer and essay questions (1-6)
2. Presentation of small management case study or current event article (1-6)
3. Written critique of existing small business operation (1-6)
4. Problem solving exercise (1-6)
COURSE OUTLINE FORM

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Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Introduction to Small Business
   A. Start-up Help
   B. Small Business Rewards
   C. Myths about Small Business

II. Managing External Relations
   A. The Small Business Environment
   B. Professional Associations
   C. Social Networking
   D. Crisis Management
   E. Ethical Decision Making

III. Small Business Entry
   A. Part-time
   B. Full-time

IV. Marketing a Small Business
   A. Product Strategies
   B. Pricing Strategies
   C. Placement Strategies
   D. Promotion Strategies

V. Accounting
   A. Financial Accounting
   B. Managerial Accounting

VI. Asset Management
   A. Cash
   B. Inventory

Revised 12/15/10
C. Property, Plant, and Equipment
D. Accounts Receivable

VII. Operations Management
A. Efficiency and Effectiveness
B. Measuring and Improving Productivity
C. Technology in Operations

VIII. Legality in Small Business
A. Legal Liabilities
B. Contracting
C. Intellectual Property

IX. Human Resource Management
A. Communicating Effectively
B. Attracting and Retaining Talent
C. Motivating Superior Performance
D. Developing a Team for the Future
E. Rewarding Talent While Remaining Profitable

X. Success in Small Business
A. Growth Strategies
B. Secrets of Success
C. Measuring Success with Four Bottom Lines