



Course Name: Small Business Management

Course Number: BES* E118

Credits: 3

Catalogue description: A study of the principles, advantages and problems of owning or operating a small business, including qualifications, choosing a location, capital, merchandising, control, credit, and promotion. Business department majors cannot use both BBG*101 and BBG*118 as the business elective in order to satisfy graduation requirement.

Prerequisite, Corequisite, or Parallel: ENG*043 or Permission of the Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

ED **Appreciation of the Ethical Dimensions of Humankind (Outcomes 1 2 3 4)**

Discipline-Specific Attribute Code(s):

BUS **Business elective**

Course objectives:

General Education Goals and Outcomes:

Embedded Appreciation of the Ethical Dimensions of Humankind: Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems.

1. Respond critically to ethical issues.
2. Apply appropriate concepts and terminology in identifying ethical problems, proposing and defending solutions to them.
3. Apply standards and practices of scholarship, research, and documentation to defend positions and beliefs, including reevaluating beliefs in light of unforeseen implications or new evidence.



4. Recognize the value of creative, collaborative, and innovative approaches to problem-solving, including the ability to acknowledge differing points of view.

Course Specific Objectives:

1. Understand the scope of small business in the united states
2. Define ethics and ethical dilemmas and the relationship between them
3. Learn the competencies of the successful entrepreneur
4. Identify strategies for innovation in your business
5. Learn the five major paths to part-time entrepreneurship
6. Analyze entrepreneurial marketplace opportunities
7. Use SWOT analysis to identify strategic options
8. Describe the steps and components of a business plan
9. Define total product and understand different pricing strategies
10. Segment and further define your target audience
11. Recognize the different types of direct marketing
12. Create a product's differential advantage
13. Understand how accounting information can help you manage your business effectively
14. Know the importance of managing your business's money
15. Know the three types of capital financing
16. Understand the meaning and nature of business risk
17. Know when you need legal information and how to get it
18. Know how to match the right person to the job
19. Write a feasibility study/condensed business plan
20. Understand what success means with the quadruple bottom line

Course Content:

SMALL BUSINESS: ITS OPPORTUNITIES AND REWARDS

- A. Rewards for Starting a Small Business
- B. Myths about Small Business
- C. Entry Competencies

SMALL BUSINESS ENVIRONMENT

- A. Environmental Scanning
- B. Five skills for managing relations with the Environment

SMALL BUSINESS ENTREPRENEURS

- A. The Entrepreneurial Personality
- B. Entrepreneurial Competencies
- C. Entrepreneurial Careers

SMALL BUSINESS IDEAS

- A. The Source of Ideas



- B. Accessing Viability
- C. From Ideas to Opportunities

SMALL BUSINESS ENTRY: PATHS TO PART-TIME

- A. Entrepreneurship
- B. When to consider Part-time
- C. Success Factors for Part-time
- D. Challenges of Being a Part-time Entrepreneur

SMALL BUSINESS ENTRY: PATHS FOR FULL-TIME

- A. Five Paths to Business Ownership
- B. Starting a New Business
- C. Buying an Existing Business
- D. Franchising a Business
- E. Inheriting a business

SMALL BUSINESS STRATEGIES

- A. Industry: Product or Service
- B. Markets
- C. Imitation and Innovation
- D. Industry Analysis

BUSINESS PLANS

- A. The Vision Statement
- B. The Mission Statement
- C. The Elevator Pitch

SMALL BUSINESS MARKETING

- A. Product: Goods Verses Services
- B. Pricing Psychology

SMALL BUSINESS PROMOTION

- A. The Need for Promotion
- B. Segmenting your Market
- C. Conveying your Message

SMALL BUSINESS DISTRIBUTION AND LOCATION

- A. Distribution Issues for Direct Marketing
- B. Location: Site Selection
- C. Build, Buy, or Lease

MARKETING PLANS

- A. Market Research
- B. Sales Forecasting
- C. Differential Advantage



SMALL BUSINESS ACCOUNTING

- A. Basic Accounting Concepts
- B. Setting up an Accounting System
- C. Uses of Financial Accounting
- D. Uses of Managerial Accounting
- E. The Budget Process

CASH: LIFEBLOOD OF THE BUSINESS

- A. Money Management
- B. Managing Cash Flow
- C. Planning Cash Needs

SMALL BUSINESS FINANCE

- A. Sources of Financing for Small Business
- B. Equity Investment for Your Business
- C. Financing with Debt

SMALL BUSINESS PROTECTION

- A. Risk in Small Business
- B. Managing Risks
- C. Insuring Against Risks

ASSETS: INVENTORY AND OPERATIONS MANAGEMENT

- A. Managing Short-term Assets
- B. Accounts Receivable
- C. Managing Inventory
- D. Property, Plant, and Equipment

LEGAL ISSUES

- A. You and the Law
- B. Choosing a Business Form
- C. Intellectual Property

HUMAN RESOURCES MANAGEMENT

- A. Hiring Employees
- B. Attracting Employees
- C. Training your Employees
- D. Rewarding your Employees

ACHIEVING SUCCESS IN THE SMALL BUSINESS

- A. Growth Strategies
- B. Closing the Business
- C. Measuring Success with Four Bottom Lines



Date Course Created:

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