

**CAPITAL COMMUNITY COLLEGE  
SMALL BUSINESS MANAGEMENT  
ENTREPRENEURSHIP  
BES \*118**

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER:** Small Business Management, BES \*118

**COURSE TITLE:** SMALL BUSINESS MANAGEMENT BES\*118

**COURSE CATALOG DESCRIPTION:** The study of the aspects to the small business. Items covered will include start-up requirements, marketing, personnel, financial needs, and basic accounting requirements. Students will have the opportunity to cover step by step, a small business from conception to reality. Formerly listed as MGMT 130, not open to students who have successfully completed MGMT 130.

**LECTURE HOURS PER WEEK: 3**

**CREDIT HOURS: 3**

**LAB HOURS PER WEEK: N/A**

**PREREQUISITE(S):** Act: 111 or equivalent, and BMG \*202

**SECTION II**

**A. SCOPE:** A study of management unique to the small business. Items covered will include start-up requirements, marketing, personnel, financial needs, and basic accounting requirements. Students will have the opportunity to cover step by step, a small business from conception to reality. Formerly listed as MGMT \*130, not open to students who have successfully completed MGMT \*130.

**B. REQUIRED WORK:** Students shall complete all assigned readings, projects and other work as determined by the instructor. Interns must submit weekly work hours assigned by the manager and a weekly journal entry. A business plan will be written by each student and presented on power point.

**C. ATTENDANCE AND PARTICIPATION:** Students are expected to attend each class, arrive on time, take exams as scheduled, participate in class activities and display appropriate behavior. (Specific instructor policies are to be included in the course syllabus.)

**D. METHODS OF INSTRUCTION:** The methods of instruction are determined by each instructor and may include but are not limited to lecture, discussion, in-class activities, small group, collaborative learning, experimental/exploration, student presentations, or use of technologies such as audio-visual materials, computer, language laboratory, library and / or internet research, guest speakers, and field trips.

**E. OBJECTIVES, OUTCOMES, and ASSESSMENT:** The following objectives and outcomes represent the department's core requirements for student achievement:

<b>LEARNING OBJECTIVES</b>	<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT METHODS</b>
<b>To demonstrate an understanding of :</b>	<b>Student will:</b>	<b>As measured by:</b>
<b>A. The entrepreneurial process</b>	1. Define the factors that contribute to entrepreneurial success	Written in-class quizzes, tests and examinations; presentations to the class; out-of class team projects; written reports; demonstrations; case studies, role-plays; participation in class discussions; homework assignments
<b>B. Business opportunities</b>	1. Be more aware of where business opportunities can be found	
<b>C. Target markets and potential customers</b>	1. Research the target market for his/her business and determine the demographics for proper regimentation of that market 2. Understand the marketing process for researching potential customers 3. Create a marketing plan	
<b>D. Accounting process, financial planning</b>	1. Understand the financial aspects to starting a business such as start-up capital, growth funding sources, cost of one unit, return investment, cost/ benefit analysis, short term and long-term financial planning and accounting systems	
<b>E. The legal aspects of business ownership</b>	1. Define the type of business one can open, filing patents, trademarks, and copyrights 2. Understand the legal and ethical responsibilities of being a business owner	
<b>F. The stages of creating a business plan</b>	1. Write a business plan for his/her product using the proper format provided by the instructor	

**G. TEXT(S) AND MATERIALS:** Patterns of Entrepreneurship; J.M. Kaplan, John Wiley & Sons, Inc.

**H. INFORMATION TECHNOLOGY:** Conduct research using the Internet, Web CT, Vista, or use of PowerPoint or as determined by the instructor and described in the course syllabus. Students receive a CD with the textbook, which contains templates to create each section of a business plan, and have access to the publisher's online site for additional resources and supplementary materials from the instructor.

**September 2006**