

Small Business Management (BUSG 2309)



Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: None

Course Description: Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues

Required Textbook and Materials

Title	Small Business Management in the 21st Century
Author	David T. Cadden, Sandra L. Lueder
eISBN	978-1-4533-4556-6
Publisher	Flat World Knowledge
Type	Digital
URL	http://students.flatworldknowledge.com/course?cid=1200765&bid=184788
Required	\$19.95
Optional	Printed Textbook, Study Pass, All Access Pass
Additional Requirement	Weekly Black Board access

Course Objectives

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

1. Identify management skills for a small business.
2. Outline issues related to choosing a business, succeeding in a business, and obtaining a return on investment.
3. Create a business plan.

Course Outline

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|---|--|
| 1) Foundations for Small Business | b) Knowing Your Customers |
| a) Small Business in the US Economy | c) Sources of Business Ideas |
| b) Success and Failure in Small Businesses | 3) The Business Plan |
| c) Evolution | a) Developing Your Strategy |
| d) Ethics | b) The Necessity for a Business Plan |
| 2) Your Business Idea: The Quest for Value | c) Building a Plan |
| a) Defining the Customer's Concept of Value | 4) People and Organization |
| | a) Principles of Management and Organization |
| | b) Organizational Design |

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- c) Legal Forms of Organization for the Small Business
- 5) Marketing Strategy
 - a) The Importance of a Marketing Strategy
 - b) The Marketing Strategy Process
 - c) Segmentation and the Target Market
 - d) Differentiation and Positioning
 - e) Marketing Strategy and Product
 - f) Marketing Strategy and Price
 - g) Marketing Strategy and Place
 - h) Marketing Strategy and Promotion
- 6) The Marketing Plan
 - a) The Need for a Marketing Plan
 - b) The Marketing Plan
- 7) Accounting and Cash Flow
 - a) Understanding the Need for Accounting Systems
 - b) Financial Accounting Statements
- 8) Financial Management
 - a) The Importance of Financial Management in Small Business
 - b) Financial Control
 - c) Financial Decision Making
- 9) Supply Chain Management
 - a) The Supply Chain and a Firm's Role in It
 - b) A Firm's Role in the Supply Chain
 - c) The Benefits and the Risks of Participating in a Supply Chain

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

1. Mid Term Exam	30%
2. Final Exam	30%
3. Business Plan Course Project	40%

Course Requirements

- 1. Weekly access to BlackBoard via Internet.
- 2. Weekly submission of assignments correlating to Small Business Plan, including but not limited to:
 - a. Professional Resume
 - b. Marketing Analysis
 - c. Financial Analysis
 - d. Distribution Analysis
 - e. Community Assessment Study
 - f. Competitive Assessment Study
- 3. Weekly Reading Assignment.
- 4. Satisfactory preparation of a Small Business Plan, including but not limited to:
 - a. Professional Resume
 - b. Marketing Analysis
 - c. Financial Analysis
 - d. Distribution Analysis

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- e. Community Assessment Study
- f. Competitive Assessment Study

Course Policies

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
2. Proper classroom decorum must be maintained at all times.
3. No DISRUPTIONS will be tolerated and in this classroom, we will respect one another's right to learn.
4. No food, drinks, or use of tobacco products in class.
5. Cell phones, headphones, and any other electronic devices must be turned off while in class.
6. Do not bring children to class.
7. Do not walk out of class early without talking to me before the class begins.
8. Academic Dishonesty will be dealt with most strictly - An automatic F for the semester, plus a report will be filed.
9. On exam day, all desks MUST be clear except for exam materials. All purses, backpacks, notebooks, etc. should be stored under the desks - including CELL PHONES.
10. No late assignments will be accepted.
11. Makeup exams will not be given, unless arranged for in advance. If you miss an exam (including the final) for any reason, without making arrangements with me prior to the exam, you will receive a zero on that exam.
12. Exams (including the final) will begin on time. If you are more than 5 minutes late for the exam, you will not be allowed to take it.
13. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
14. Attendance is expected and required.
15. Additional class policies as defined by the individual course instructor.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

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Course Schedule

Week of	Topic	Reference
Week 1	Course introduction and policies 1.1 Small Business in the US Economy	pp. 3-11
Week 2	1.2 Success and Failure in Small Businesses 1.4 Small Business Ethics	pp. 14-20 pp. 32-38
Week 3	2.1 Defining the Customer's Concept of Value 2.2 Knowing Your Customers	pp. 56-83
Week 4	2.3. Sources of Business Ideas 5.1 Developing Your Strategy	pp. 87-92 pp. 203-215
Week 5	5.2 The Necessity for a Business Plan 5.3 Building a Plan	pp. 217-249
Week 6	12.1 Principles of Management and Organization 12.2 Organizational Design	pp. 598-629
Week 7	12.3 Legal Forms of Organization for the Small Business	pp. 635-643
Week 8	Mid Term Exam	
Week 9	7.1 The Importance of a Marketing Strategy 7.2 The Marketing Strategy Process	pp. 310 319
Week 10	7.3 Segmentation and the Target Market 7.4 Differentiation and Positioning	pp. 320-330
Week 11	7.5 Marketing Strategy and Product 7.6 Marketing Strategy and Price 7.7 Marketing Strategy and Place 7.8 Marketing Strategy and Promotion	pp. 331-392
Week 12	8.1 The Need for a Marketing Plan 8.2 The Marketing Plan	pp. 406-448
Week 13	9.1 Understanding the Need for Accounting Systems 9.2 Financial Accounting Statements	pp. 463-497
Week 14	10.1 The Importance of Financial Management in Small Business 10.2 Financial Control 10.3 Financial Decision Making	pp. 522-553
Week 15	11. The Supply Chain and a Firm's Role in It 11.2 A Firm's Role in the Supply Chain 11.3 The Benefits and the Risks of Participating in a Supply Chain	pp. 562-587
Week 16	Final Exam Business Plan Due	

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Course Syllabus

Contact Information:

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