

## **Small Business Management BUSG 2309 FALL 2022**

**Credit:** 3 semester credit hours (3 hours lecture, 0 hours lab)

**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

### **End-of-Course Outcomes:**

Identify management skills for a small business; outline issues related to choosing a business and obtaining a return on investment; and create a business plan.

### **Required Textbook and Materials**

Small Business Management in the 21st Century, v. 1.0

By: David T. Cadden and Sandra L. Lueder

eISBN: 978-1-4533-4556-6

**A FREE copy of the book can be downloaded in PDF and Word formats:**

<http://oer2go.org/mods/en-saylor/content/www.saylor.org/site/textbooks/small%20business%20managemen-t%20in%20the%2021st%20century.pdf>

<http://oer2go.org/mods/en-saylor/content/www.saylor.org/site/textbooks/small%20business%20managemen-t%20in%20the%2021st%20century.docx>

<http://www.saylor.org/books>

**A HARD COPY of the book and other study materials may be purchased at:**

<https://students.flatworldknowledge.com/course/2588118>

Computer and internet access are required to utilize integrated student companion website.

### **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**

- 1) Foundations for Small Business
  - a) Small Business in the US Economy
  - b) Success and Failure in Small Businesses
  - c) Evolution
  - d) Ethics
- 2) Your Business Idea: The Quest for Value
  - a) Defining the Customer's Concept of Value
  - b) Knowing Your Customers
  - c) Sources of Business Ideas
- 3) The Business Plan
  - a) Developing Your Strategy
  - b) The Necessity for a Business Plan
  - c) Building a Plan
- 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. First Major Exam  | 25% |
| 2. Second Major Exam | 25% |
| 3. Business Plan     | 25% |
| 4. Final Exam        | 25% |

### Course Requirements

1. Satisfactory exam grades.
2. Satisfactory attendance.
3. Satisfactory utilization of online component included with textbook

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4. Computer, tablet, smart phone, or other internet capable device in order to access online components. Computers in the learning lab may be used without charge.

### 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 unless being used for a legitimate classroom purpose such as taking notes or accessing a digital textbook.
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, papers, etc. should be stored under the desks and out of your line of sight - including CELL PHONES and other digital devices. **DO NOT BE LATE!**
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 may 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.

### Course Schedule (SUBJECT TO CHANGE!)

| Week of | Topic  | Reference |
|---------|--|-----------|
| Week 1  | Course introduction and policies<br>1.1 Small Business in the US Economy | pp. 3-11  |

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