

North Carolina Wesleyan College - School of Business

BUS 370 Small Business Management

Online, 2018

Syllabus and Schedule

Professor	
Phone	
email	
Office	
Class meets Day/Time	
Class Meets Room	

Catalog Description Survey of the small business in the private sector; the role of small business in the American economy; financial, marketing, and operations issues; the business plan; small business in the international environment; case studies. 3 semester hours

Prerequisites BUS 307; MKT 205 Grade of C-or higher

Attendance is required for this class. The ASPIRE attendance policy applies. NCWC catalog page 87.

Required Hatten, T. S. (2016) *Small business management: Entrepreneurship and beyond*. (6th ed.) Florence, KY: Cengage Learning.

Business Administration Program Mission The Business Administration Bachelor of Science major program empowers students to be productive, responsible, fulfilled members of dynamic and diverse organizations by providing an experiential, practical, team-based learning approach, designed to develop intellectual skills and knowledge-based competencies. Learning outcomes: 1. Demonstrate knowledge of the principles, procedures and

practices of functional areas of business administration. 2. Be proficient in the technical skills and information required to function effectively in a dynamic and complex business society. 3. Speak effectively. 4. Write effectively. 5. Think critically

Disability Support Services: Students with disabilities who believe that they may need accommodations in this class are encouraged to speak privately with the Instructor and contact Counseling and Disability Service at 252-985-5369 or 252-985-5131 as soon as possible to coordinate and implement accommodations in a timely fashion. Counseling and Disability Services is located in the Student Success Center, Pearsall Classroom Building 192.

REQUIREMENT	POINTS
Exam 1	100
Exam 2	100
Final Exam	150
Drafts Business Plan	100
Business Plan	200
Total	650

L	Range
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-80
C	73-77
C-	70-72
D+	67-69
D	60-66
F	59

Grades will be posted on <https://my.ncwc.edu> page

Course Learning Outcomes. Each student will:

- 1) Explain entrepreneurship and small business management
- 2) Develop a small business venture idea and relate it to strategy and organizational structure.
- 3) Discuss the advantages and challenges having a family-owned business
- 4) Discuss the advantages and challenges of owning a franchise, acquiring an existing business, and/or starting a new business from scratch.
- 5) Obtain a working knowledge of the basic small business financial statements
- 6) Explain the purpose and value of building customer relationships to a small business
- 7) Compare and contrast small business pricing and credit decisions
- 8) Demonstrate knowledge of marketing the product or service
- 9) Discuss the value of professionally managing a small business' human resources
- 10) Discuss some of ways and means of managing risk in small businesses.

Means of Assessment

Prepare a business plan. The plan will be written cogently on the concepts and include definitions. Writing will be well organized and free of spelling and grammar errors. APA style will be used for references.

Excellent presentations of the business plan will:

- Hold attention of entire audience with the use of direct eye contact, seldom looking at notes
- Speak with fluctuation in volume and inflection to maintain audience interest and emphasize key points
- Demonstrate full knowledge by answering all class questions with explanations and elaboration
- Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence
- Demonstrate strong enthusiasm about topic during entire presentation
- Significantly increase audience understanding and knowledge of topic; convince an audience to recognize the validity and importance of the subject

References

Hatten, T. S. (2016) *Small business management: Entrepreneurship and beyond*. (6th ed.) Florence, KY: Cengage Learning.

Oral Presentation Rubric Retrieved from

http://www.readwritethink.org/files/resources/printouts/30700_rubric.pdf

Session / Calendar Date	Chapter Title	Assignments
1 /	Part I: THE CHALLENGE. CHAPTER 1— Small Business: An Overview. CHAPTER 2— Small Business Management, Entrepreneurship, and Ownership	
2 /	Part II: PLANNING IN SMALL BUSINESS. CHAPTER 3— Social Responsibility, Ethics, and Strategic Planning CHAPTER 4— The Business Plan. Part III: Early Decisions. CHAPTER 5— Franchising.	Draft of Plan due
3 /	CHAPTER 6— Taking Over an Existing Business CHAPTER 7— Starting a New Business Part IV: FINANCIAL AND LEGAL MANAGEMENT. CHAPTER 8— Accounting Records and Financial Statements	Exam 1 Draft of Plan due
4 /	CHAPTER 9— Small Business Finance CHAPTER 10— The Legal Environment.	
5 /	Part V: MARKETING THE PRODUCT OR SERVICE CHAPTER 11— Small Business Marketing: Strategy and Research CHAPTER 12— Small Business Marketing: Product CHAPTER 13— Small Business Marketing: Place	Exam 2 Draft of Plan due
6 /	CHAPTER 14— Small Business Marketing: Price and Promotion Part VI: MANAGING SMALL BUSINESS. CHAPTER 15— International Small Business CHAPTER 16— Professional Small Business Management	Draft of Plan due
7 /	CHAPTER 17— Human Resource Management. CHAPTER 18— Operations Management	Presentation of Business Plan
8 /		FINAL EXAM