

Three Rivers Community College – Business Department

Small Business Management – Syllabus

BES K118 - Fall 2017 - Three Credits

Classes - Wednesdays (6:00 PM - 8:45 PM)

Location: Main Campus –Room D 221

NO IN- CLASS USAGE OF CELL PHONES PERMITTED

Instructor: Jim O’Shea

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**Important Dates: This class begins on Wednesday, August 31
September 4 – Labor Day – College Closed
November 22 - 24; Thanksgiving Recess
Last Day to Withdraw from class.....December 11**

For other important dates, please consult the Three Rivers Academic Calendar

Course Description: This course is designed to introduce the student to the variety of concepts and tools required to manage and prosper in a small business. Major topics include employee recruitment and retention, motivational plans, leading group discussions, improving leadership qualities, business plan development, SWOT analysis, accounting requirements and competitive analysis. Use of case studies will be an important component of the course. Additional assignments will be made during class.

Course Text: "Small Business Management" – “Launching and growing Entrepreneurial Ventures”, by Longenecker, Petty et al, 18th edition, copyright 2014, Cengage Learning, Publishers. ISBN: 9781305405745

Course Objectives/Learning Outcomes:

Appreciate the significance of the role of Small Business in our economy.

Understand the broad responsibilities of Small Business Management (SBM).

Learn, select and apply a proper "Marketing Mix" as a unique tool for SBM success.

Understand that contemporary target markets include global opportunities.

Understand the level of effort, commitment and integrity required to succeed at SBM.

Instructional Approach: Classroom lectures, text chapter reading and case study assignments, a field research project, one classroom team presentation and **lots** of interpersonal **classroom participation**.

Attendance Policy:

Each class will begin promptly at 6:00 P.M. Attendance at and participation in every complete class is expected. While bonafide emergencies will be recognized, each absence **beyond the first** will result in a course grade point penalty. Two late arrivals or early departures will be treated as absences.

Grading and Evaluation:

A. Final course grades will be based on weighted scores as follows:

First Exam.....(Week 4 or 5).....	15%	
Mid Term Exam.....	20 %	
Presentation of field research project.....	25%	(More Details below)
Class participation.....	10% *	(See Following Note Below)
Homework Assignments.....	10%	(Late homework not accepted for credit)
Final exam.....	20%	

* Throughout the course, students are expected to **voluntarily** and **actively** participate in all class discussions through contribution of relevant, constructive comments. You CANNOT possibly participate if you are **not** in class. **Lack of participation will affect your grade.**

Course Withdrawal Policy:

The last day to withdraw from classes is December 11.

Disabilities Statement:

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see the instructor as soon as possible. If you have not already done so, please be sure to notify the Disability Advisor in Student Services.

Field Research Project: (Separate Instruction Sheet Will Be Provided)

(Overview):

Each team is required to venture into the business community and to contact/interview a **principal** of a small business in order to establish: a) Original plan b) Results to plan c) Lessons learned etc. **Then**, a presentation to the class is required to share your research by describing the **type** of business, market(s) served, competitors (both direct and indirect) and future outlook (as stated by the principal). Teams will be assigned (likely 3 per team) and approved by the instructor. (Solo is **not** allowable) Once approved, the team presentation length requirement is 20 - 25 minutes **minimum**.

Weekly Outline of Chapter Reading Assignments

Week 1	8/30	Introduction and Overview	
Week 2	9/6	Entrepreneurial Life/Business Plan Development	Chapters 1&6
Week 3	9/13	Entrepreneurial Integrity & Ethics	Chapter 2
Week 4	9/20	Getting Started/The Organizational Plan	Chapters 3&8
Week 5 *	9/27	Franchises/Buyouts/Family Businesses	Chapters 4&5
Week 6	10/4	Customer Relationships/Product & Supply Chain Management	Chapter 14 & 15
Week 7	10/11	The Marketing Plan-Domestic & Global	Chapter 7& 18
Week 8	10/18	The Location Plan	Chapter 9
Week 9	10/25	Pricing & Credit Decisions	Chapter 16
Week 10	*11/1	Promotional Planning	Chapter 17
Week 11	11/8	The Financial Plan	Chapters 10,11,12
Week 12	11/15	The “Harvesting” Plan, Financial Evaluation	Chapters 13&22
Week 13	11/22	Thanksgiving Recess: No class	
Week 14	11/29	Professional, Operational & Risk Management	Chapters 19,21& 23
Week 15	12/6	Managing Human Resources/Assets	Chapters 20 & 22

Week 16 12/13 Final Exam

* = Likely Exam Weeks

Note: Chapters indicated will be covered on a selective and "time available" basis, since many of the topics presented in the text are covered in other courses. (Examples are "Principles of Management" and "Entrepreneurship").

Academic Integrity:

Academic integrity is essential to a useful education. Failure to act with academic integrity severely limits a person's ability to succeed in the classroom and beyond. Furthermore, academic dishonesty erodes the legitimacy of every degree awarded by the College. In this class and in the course of your academic career, present only your own best work; clearly document the sources of the material you use from others; and act at all times with honor.

Online Learning Portfolio (Digication) Requirement:

All students are required to maintain an online learning portfolio using a TRCC designed template. Through this electronic tool students can see their own growth in college wide learning. The student can keep and continue to use the Digication account after graduation. A Three Rivers General Education Assessment Team will select random works to improve the college experience for all. No names will be attached to the assessment work, it will remain private and anonymous for college improvement purposes. In class outlines students will find recommended assignments which support various college wide learning abilities. The student will have a tool which can integrate their learning from the classroom, college, and life and allow for another opportunity of learning at TRCC! Students will be able to make multiple portfolios.

(This requirement will be satisfied in a computer lab session for the class as a group which will be arranged by the instructor with the IT Department)

Remember: The best way to digest an elephant is "one bite at the time".

Success is the meeting of preparation and opportunity, and....always in that order.

Good Luck in the course