

Three Rivers Community College

Small Business Management – Syllabus

BES K118 - Fall 2015 - Three Credits

Classes - Wednesdays (6:30 PM - 9:15 PM)

Location: Main Campus –Room D 122

NO IN- CLASS USAGE OF CELL PHONES PERMITTED

Instructor: Armand B. Giroux - MBA

Home Phone: (860) 739 – 9227 (until 9 PM)

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**Important Dates: This class begins on Wednesday, September 2
September 7 – Labor Day – College Closed
November 26 - 29; Thanksgiving Recess
Last Day to Withdraw from class.....December 14**

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, 17th edition, copyright 2014, Cengage Learning, Publishers.

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 now 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 presentation and **lots** of interpersonal **classroom participation**.

Attendance Policy:

Each class will begin promptly at 6:30 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/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% |
| 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.**

B. All make up exams, once approved by the instructor, will be subject to a 10 point exam grade reduction.

C. Scoring Value:

| <u>Grade</u> | | <u>Equivalent</u> | <u>Quality Points</u> |
|--------------|---|-------------------|-----------------------|
| A | = | 94-100 | 4.0 |
| A- | = | 90-93 | 3.7 |
| B+ | = | 87-89 | 3.3 |
| B | = | 83-86 | 3.0 |
| B- | = | 80-82 | 2.7 |
| C+ | = | 77-79 | 2.3 |
| C | = | 73-76 | 2.0 |
| C- | = | 70-72 | 1.7 |
| D+ | = | 67-69 | 1.3 |
| D | = | 63-66 | 1.0 |
| D- | = | 60-63 | 0.7 |
| F | = | 59/less | 0.0 |

All questions concerning this grading summary are to be raised during the first class.

Class Meeting Dates:

September 2, 9, 16, 23, 30

October 7, 14, 21, 28

November 4, 11, 18, 25* (Thanksgiving Break is the 26th– 29th.)

December 2, 9, 16*

- May be amended, depending upon class progress as a whole.

Course Withdrawal Policy:

The last day to withdraw from classes is December 14.

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 student 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. **Then**, a 15 - 20 minute 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 of **NO MORE THAN TWO** students may be approved by the instructor. (Solo is allowable) If approved, the team presentation length requirement is 30 minutes **minimum**.

Weekly Outline of Chapter Reading Assignments

| | | | |
|-----------|-------|--|-------------------|
| Week 1 | 9/2 | Introduction and Overview | |
| Week 2 | 9/9 | Entrepreneurial Life/Business Plan Development | Chapters 1&6 |
| Week 3 | 9/16 | Entrepreneurial Integrity & Ethics | Chapter 2 |
| Week 4 | 9/23 | Getting Started/The Organizational Plan | Chapters 3&8 |
| Week 5 * | 9/30 | Franchises/Buyouts/Family Businesses | Chapters 4&5 |
| Week 6 | 10/7 | Customer Relationships/Product & Supply Chain Management | Chapter 14 & 15 |
| Week 7 | 10/14 | The Marketing Plan-Domestic & Global | Chapter 7& 18 |
| Week 8 | 10/21 | The Location Plan | Chapter 9 |
| Week 9 | 10/28 | Pricing & Credit Decisions | Chapter 16 |
| Week 10 * | 11/4 | Promotional Planning | Chapter 17 |
| Week 11 | 11/11 | The Financial Plan | Chapter 10,11,12 |
| Week 12 | 11/18 | The "Harvesting" Plan, Financial Evaluation | Chapter 13&22 |
| Week 13 | 11/25 | Professional, Operational & Risk Management | Chapter 19,21& 23 |
| Week 14 | 12/2 | Managing Human Resources/Assets | Chapter 20 & 22 |
| Week 15 | 12/9 | General Review/Prep for Final Exam | |
| Week 16# | 12/16 | Continue Review or Final Exam | |

* = Likely Exam Weeks # Final Exam TBD

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.

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