

Three Rivers Community College

Small Business Management_ - Syllabus

BES K118 – Spring Semester 2007

Three Credits

Prerequisite: ENG K101

Classes: Mondays 6:30 to 9:15 PM

Mohegan Campus Room 304

Instructor:

Armand B. Giroux - MBA

Phone (860) 739-9227 (until 9 PM)

email: lisarm8@sbcglobal.net

This Class begins Monday, January 22

Monday, February 19 – No Class – Presidents' Day

March 18 – 25 Spring Break

Course Description: This course is designed to assist students with the knowledge and skills needed to operate and/or develop a small business. Emphasis will be placed on the entrepreneurial aspects of creating, managing, and gaining profit from a small business.

Course Text: "Small Business Management" - An Entrepreneurial Emphasis, by Longenecker, Moore and Petty, 13th edition, copyright 2006, Thompson, South-Western, 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 and apply the proper "Marketing Mix" as a unique tool for SBM success.

Understand that contemporary target markets now include global considerations.

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, two classroom presentations and **lots** of interpersonal **classroom participation**.

Attendance Policy: Attendance in every **complete*** class is expected of all students. (Two late arrivals will be considered as a class cut). While you are expected to maintain all course requirements, a 1 class absence will be allowed. **Each absence in excess of one will result in a grade point loss. (If you are not in class – you are absent.....period !!!)**

***Complete Class:** Punctual arrival, no early departure, no leaving the room during class.

Grading Method: (100 point base method) (Plus and minus grades will be assigned)

C. Scoring Value:

<u>Grade</u>	<u>Equivalent</u>	<u>Grade</u>	<u>Equivalent</u>
A	94-100	D+	67-69
A-	90-93	D	63-66
B+	87-89	D-	60-63
B	83-86	F	59/less
B-	80-82		
C+	77-79		
C	73-76		
C-	70-72		

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

Exam Policy: There will be no make-up for missed exams or assignments, except in cases of **SERIOUS, personal** emergency, and as approved by the instructor. **When approved, make up exams will be subjected to an exam grade (10 point) penalty.**

Disabilities Statement:

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

Course Requirements and Grade Weights:

Quizzes (2).....	20 % (10 points each)
Field Research Project (described below).....	25%
Classroom Participation.....	15 % * (See note Below)
High Level Marketing Plan.....	20%
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.**

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).

High Level Marketing Plan:

Each student is also required to develop a “High Level” Marketing Plan intended to demonstrate a fundamental understanding of “The Marketing Mix”, in terms of Product, Price, Promotion and Placement. A written summary and a brief classroom presentation is required.

Weekly Outline of Chapter Reading Assignments

Week 1	1/22	Entrepreneurship/Business Plan Development	Chapters 1&6
Week 2		Entrepreneurial Integrity	Chapter 2
Week 3	2/5	Getting Started/The Human Resource Plan	Chapters 3&8
Week 4*		Franchises/Buyouts/Family Businesses	Chapters 4&5
Week 5	2/26	Customer Relationships	Chapter 13
Week 6		The Marketing Plan-Domestic & Global	Chapter 7& 17
Week 7	3/12	The Location Plan	Chapter 9
Week 8		The Promotion Plan	Chapter 16
Week 9*	4/2	Pricing & Credit Decisions	Chapter 15
Week 10		The Financial Plan	Chapter 10&11
Week 11	4/16	The Financial Plan-Cont'd	Chapter 10&11
Week 12		Professional & Risk Management	Chapter 18&21
Week 13	4/30	Managing Human Resources/Operations	Chapter 19&20
Week 14	5/7	General Review/Final Exam	

* = Likely Quiz Weeks (Subject to change)

Note: Chapters 19 through 23 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 "Human Resource Management").

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