

Three Rivers Community College
Course Syllabus
Small Business Management
Spring Semester 2012

Instructor: Walter Patrick

Office Hours: Before or after class

Course Web Site: <http://my.commnet.edu>

How to Contact your Instructor: Home: 860-889-3542, before 9 PM
E-Mail: walterp608@aol.com

Time and Place: M/W/F 9:00 am – 9:50 AM
Room#D224

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 aspect of creating, managing, and gaining profit from a small business.

Course Objectives:

- To examine entrepreneurial life.
- Examine integrity and ethics in small business.
- Starting a small business, buying a franchise and buyouts.
- Examine what a family business is.
- The business plan, how to develop and key components of the plan.
- The marketing plan, how to develop and understand key components of the plan.
- The organizational plan: Teams, legal structures, alliances and directors.
- Examine the location plan.
- Understanding a firm's financial statements
- How to build customer relationships.
- Product development and supply chain management.
- Product and personal service pricing and credit decisions.
- Understanding of promotional planning.
- Small business global opportunities.

Syllabus Continued

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- Understanding professional management and the small business.
- Managing human resources
- Managing operations
- Managing the firm's assets and managing risk

Required Text:

Small Business Management: Launching & Growing Entrepreneurial Ventures, by Longenecker, Petty, Palich and Hoy. South-Western, Cengage 2010. ISBN #-13-978-1-133-1876-9

Grading:

Chapter Quizzes	20 points
Homework	15 points
Class participation	15 points
Final exam	40 points
Situation Analysis, Case Studies and others.	<u>10 points</u>
Total points	100 = A

Class participation consists of active participation during class and oral presentations from Case Studies as assigned.

Attendance Policy:

Perfect attendance will result in 5 points being added to the total course average. One absence and 3 points will be added to course average. Two absences and 0 points will be added to total course average. Three absences and 3 points will be deducted from total course average. Four absences and 5 points will be subtracted from total course average.

Honor Code:

During this course, all assignments (quizzes, written reports and exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own paper and take the exams according to the rules set forth.

Withdrawal Policy:

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals will not be accepted.

Syllabus Continued

Disabilities Statement:

If you have a hidden or visible disability that requires classroom or test taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with Mr. John Perch, Disabled Student Counselor.

Student Evaluation:

94-100	=	A	A- 90-93
87-89	=	B+	B 83-86
80-82	=	B-	C+ 77-79
73-76	=	C	C- 70-72
67-69	=	D+	D 63-66
62	=	F	

Schedule of Classes:

Week 1	Class introductions, syllabus review, administrative issues, web sites, course expectations, review of study habits.
Week 2	Chapter 1
Week 3	Chapter 2
Week 4	Chapter 3
Week 5	Chapter 4
Week 6	Chapter 5 (no class Monday 2/20/2012, President's Day)
Week 7	Chapter 6
Week 8	Chapter 7 and 8
Week 9	Chapter 9.
Week10	Spring Break (no classes 3/18 – 3/25/2012)
Week 11	Chapter 10 and 11
Week 12	Chapter 12 and 13
Week 13	Chapter 14 (No class Friday 4/6/2012)
Week 14	Chapter 15 and 16
Week 15	Chapter 17 and 18
Week 16	Chapter 19 and 20
Week 17	Review for final exam
Week 18	Final exam 5/14/2012. Grades available on Web 5/23/2012.