

Three Rivers Community College

Small Business Management – Syllabus

Fall 2010 - Three Credits

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

Location: Main Campus – Conference Room B 114

NO CLASS USAGE OF CELL PHONES ALLOWED

Instructor: Armand B. Giroux - MBA

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

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**Important Dates: This class begins on Monday, August 30
September 6 – Labor Day – No Class
November 25 – 28 Thanksgiving Recess
Last Day to Withdraw from class.....December 9**

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

REVISED

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 a core component of the course development. Additional assignments will be made during class.

Course Text: "Small Business Management" - An Entrepreneurial Emphasis, by Longenecker, Moore and Petty, 14th edition, copyright 2008, SouthWestern- Cengage 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, 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).....	20%
Mid Term Exam.....	20 %
Presentation of field research project.....	30% (More Details below)
Class participation.....	10% * (See Note Below)
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 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:

August 30

September 13, 20, 27 (No class on the 6th – Labor Day)

October 4, 11, 18, 25

November 1, 8, 15, 22, 29 (Thanksgiving Break is the 25th – 28th.)

December 6, 13

Course Withdrawal Policy:

Students may withdraw, at the registrar's office, without the instructor's signature until September 8. The last day to withdraw from classes is December 9.

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 To 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. If approved, the team presentation length requirement is 30 minutes **minimum**.

Weekly Outline of Chapter Reading Assignments

Week 1	8/30	Entrepreneurship/Business Plan Development	Chapters 1&6
Week 2	9/13	Entrepreneurial Integrity & Ethics	Chapter 2
Week 3	9/20	Getting Started/The Organizational Plan	Chapters 3&8
Week 4	9/27	Franchises/Buyouts/Family Businesses	Chapters 4&5
Week 5 *	10/4	Customer Relationships/Product & Supply Chain Management	Chapter 13 & 14
Week 6	10/11	The Marketing Plan-Domestic & Global	Chapter 7& 17
Week 7	10/18	The Location Plan	Chapter 9
Week 8	10/25	The Promotion Plan	Chapter 16
Week 9 *	11/1	Pricing & Credit Decisions	Chapter 15
Week 10	11/8	The Financial Plan	Chapter 10&11
Week 11	11/15	The "Harvesting" Plan, Financial Evaluation	Chapter 12&23
Week 12	11/22	Professional, Operational & Risk Management	Chapter 18,20& 21
Week 13	11/29	Managing Human Resources/Assets	Chapter 19 & 22
Week 14*	12/6	General Review/Prep for 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").

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

