

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 08-21-23**

**I. CATALOG DESCRIPTION**

Course Number: BSAD2390

Course Title: Small Business Management

Prerequisite(s): ACCT1200 (Principles of Accounting I) or OFFT1310 (Office Accounting) and BSAD1010 (Microsoft Applications I)

Catalog Description: How to plan, organize, operate, and fund a small business. Creation of a business plan for a retail, service, franchise, or manufacturing operation. Entrepreneurial personality, buying or starting a business from scratch, evaluating franchising opportunities, and planning small business operation.

Credit Hours: 3.0

Class Hours: 45

Lab Hours: 0

Total Contact Hours: 45

**II. COURSE OBJECTIVES:** *Course will teach students to*

- A. Provide an overview of entrepreneurship, small businesses, and business environment
- B. Provide students with the opportunity to analyze the problems and tactics associated with launching a new venture including start-up, franchising, developing a business plan, legalities and insurance, financing, and long-term planning
- C. Help students identify and deal with the problems associated with managing a business including accounting, management, financial planning, computers, inventories, personnel, and social responsibilities

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

- A. Student Learning Outcomes: *Students will be able to*
  - 1. Explain the importance of small business and entrepreneurship in our society.
  - 2. Understand how to screen business ideas to identify those with the greatest potential.
  - 3. Explain the purpose and objectives of business plans.
  - 4. Define customer relationship management (CRM) and explain its importance to a small business.
  - 5. Recognize the importance of HR and operations management to product and service quality.
- B. General Education Learning Outcomes (GELOs)
  - 1. GELO 3: Critical Thinking & Problem Solving
    - Outcome 1: Collect, identify, interpret and analyze data.
    - Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

**IV. CONTENT/TOPICAL OUTLINE**

- A. Entrepreneurship: A World of Opportunity
- B. Starting from Scratch or Joining an Existing Business
- C. Developing the New Venture Business Plan
- D. Focusing on the Customer: Marketing Growth Strategies
- E. Managing Growth in the Small Business

**V. INSTRUCTIONAL MATERIALS**

- A. Required text(s): *Small Business Management: Launching and Growing Entrepreneurial Ventures*. Longenecker, Petty, Palich, Hoy. Current Edition, Cengage Learning. DDA – Direct

Digital Access. You will have access to your digital course materials on the first day of class! The SCC Bookstore has worked with publishers to get your course materials at the lowest cost. These materials are required by your instructor. If you decide that you don't want to participate, you will need to OPT-OUT of the program and be sure that you're obtaining the material on your own. If you stay opted in, you will be charged a reduced price for a digital textbook (E-book) and required code. The book charges go directly to your account at SCC for you to pay. If you would also like to own a paper copy of the book you can purchase a loose-leaf copy at a much-reduced cost at the SCC bookstore, but only if you stay **Opted-In** to the Direct Digital Access program. (Package includes E-book, Mindtap, and LivePlan)

**B. Other supplies/materials:**

1. Computer
2. Internet access

**C. Outside research required: Computer time outside of class is required to complete business plan**

**VI. METHODS OF PRESENTATION/INSTRUCTION**

- A.** Small and large group discussions
- B.** Lecture
- C.** Handouts
- D.** Wipe board
- E.** Videos
- F.** PowerPoint presentations
- G.** In-class activities and /or individual exercises
- H.** Discussion questions
- I.** Business plan section questions

**VII. METHODS OF EVALUATION**

**A. Course Evaluation:**

1. Unit exams or quizzes ..... 20%
2. One (1) business plan ..... 30%
3. Large and small group discussion 20%
4. MindTap assignment ..... 30%

**B. SCC STANDARD GRADING SCALE POLICY:**

|    |        |    |          |
|----|--------|----|----------|
| A+ | 95-100 | C+ | 75-79    |
| A  | 90-94  | C  | 70-74    |
| B+ | 85-89  | D+ | 65-69    |
| B  | 80-84  | D  | 60-64    |
|    |        | F  | Below 60 |

**VIII. SPECIFIC COURSE REQUIREMENTS**

Course Prerequisite: Students must have completed prerequisite courses with a minimum course grade of C (70 percent): Principles of Accounting I (ACCT1200), Microsoft Applications I (BSAD 1010), and completion of math competency or instructor permission.