

Las Positas College
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Course Outline for BUSN 58
SMALL BUSINESS MANAGEMENT
Effective: Fall 2007

I. CATALOG DESCRIPTION:

BUSN 58 — SMALL BUSINESS MANAGEMENT — 3.00 units

Fundamentals of starting and operating a business. Emphasis on achieving optimum benefits from limited resources. Focus on management functions, financing options, e-commerce, marketing, and regulatory issues encountered by start-up businesses. Strongly recommended: Business 51 or Business 1A. 3 hours lecture.

3.00 Units Lecture

Strongly Recommended

BUSN 1A - Principles of Accounting I

Grading Methods:

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. BUSN1A

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. explain the role of small business in our economic system;
- B. list the advantages and disadvantages of small business ownership;
- C. recall the pros and cons of the types of business opportunities;
- D. analyze the capital and financial requirements for starting and maintaining business;
- E. differentiate between the required and desired operational needs;
- F. evaluate an operating budget for a business;
- G. identify major small business risk areas and resources to assist with solutions;
- H. design a marketing strategy for a small business launch;
- I. create a business plan for a small business enterprise.

V. CONTENT:

- A. Definition and role of small business
- B. Factors in business success and failure
- C. Survey of small business opportunities
 1. Manufacturing and distribution
 2. Service businesses
 3. E-commerce
 4. Exporting and importing
 5. Franchises and buyouts
- D. Preliminary planning, selection and acquisition
 1. Business formation options
 2. Financial requirements and funding resources
- E. Operational planning
 1. Human resources
 2. Accounting methods, records and control
 3. Finance, credit and collections
 4. Inventory, pricing, turnover and profit
 5. Marketing sales, sales promotion and advertising
- F. Staffing and Human Resources Requirements
- G. Risk management
 1. Security

- 2. Workplace safety and health
- 3. Insurance
- H. Marketing strategies
 - 1. Research
 - 2. Target Markets
 - 3. Promotions
 - 4. Global opportunity
- I. Future Considerations
 - 1. Expansion, sell versus dissolution
 - 2. Consultants, outsourcing and staffing
 - 3. Financial analysis and goals
- J. The business plan (student project)

VI. METHODS OF INSTRUCTION:

- A. **Student Presentations** -
- B. **Classroom Activity** -
- C. **Projects** - Writing a Business Plan
- D. **Discussion** -
- E. **Guest Lecturers** -
- F. Problem-solving tasks and activities
- G. Lectures--formal and informal--enhanced by classroom discussion
- H. Audio-visual materials, multi-media presentations, and handouts
- I. **Written exercises and case studies** -

VII. TYPICAL ASSIGNMENTS:

Instructors will utilize a variety of assignments designed to meet the objectives of the course, to enhance the students' varied strengths and to minimize learning weaknesses in students

- A. Recognition tasks: matching, identifying correct acts, etc., For example, completing a crossword puzzle based on the terms from the chapter
- B. Practical writing, reading, speaking and listening tasks that demonstrate or elicit an understanding of and/or a possession of the facts. Examples include:
 - 1. Students are expected to read assigned sections of the textbook before each class
 - 2. Group Presentations
 - a. Sources of Financing
 - b. Pros and Cons of Family Businesses
 - c. Franchising: Costs and Rewards
 - 3. Reading
 - a. Read the chapter "E-Commerce and the Entrepreneur" in the text. Complete the "Recognizing Ethical Dilemmas" case study at the end of the chapter and be prepared to discuss within small groups in class.
 - b. Read the Tri-Valley Business Journal article "Growth in the Valley" posted on Blackboard. Answer the four questions and be prepared to discuss them during class.
 - 4. Writing
 - a. Business Plan
 - b. Write an analysis of a section of a business plan: and/or
 - c. Project" Research the strengths and weaknesses of a business idea and identify the pros and cons for launching that business in the Tri-Valley
 - 5. Small Group Work
 - a. Collect promotional ideas being used by local small businesses. Critique their effectiveness.
 - b. Using the input from the rest of the group and the research on small business promotional strategies, each student will prepare a report identifying additional potential strategies: and/or
 - c. Prepare a one-to-two page report discussing the ways the members of the group worked well together, the deficiencies of the group, and the ways the group could have been more effective.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Group Projects
- 4. Class Participation
- 5. Home Work
- 6. Class Performance
- 7. Other:

In-class written analyses of video and written case studies

B. **Frequency**

Frequent feedback to ensure students are building on the foundation concepts and to identify if there needs to be a change in the type of assignments or presentation of materials.

IX. TYPICAL TEXTS:

- 1. Megginson, Leon, Mary Jane Byrd, William Megginson *Small Business Management*. Fifth ed., McGraw-Hill Irwin, 2006.
- 2. Zimmerer, Thomas W., Norman M. Scarborough, Doug Wilson *Essentials of Entrepreneurship and Small Business Management*. Fifth ed., Pearson Prentice-Hall, 2008.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access
- B. Internet access