

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE
SMALL BUSINESS MANAGEMENT
BSAD 215

Prepared By: **Michelle Collins**

Updated By: John Sheltra

SCHOOL OF BUSINESS AND LIBERAL ARTS
MAY 2015

- A. TITLE: Small Business Management
- B. COURSE NUMBER: BSAD 215
- C. CREDIT HOURS: 3 credit hours
- D. WRITING INTENSIVE COURSE (OPTIONAL): Yes
- E. WEEKS PER SEMESTER: 15
- F. SEMESTER(S) OFFERED: Spring, Fall
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:
3 hours per week
- H. CATALOGUE DESCRIPTION: This course will examine the nature of small business and the people who are successful in starting them. Topics will include the requirements and steps of conducting a comprehensive pre-business feasibility study, the type of decisions faced by managers of small firms, and the application of business disciplines to these situations. The student will be required to formulate their own business plan.
- I. PRE-REQUISITES/CO-COURSES: ENGL 101 Expository Writing, or ENGL 102 Oral & Written Expression, or permission of the instructor
- J. OBJECTIVES: Upon the completion of this course, students will be able to:

Course Objective	Institutional SLO
a. Define the general area of small business in our society	2. Crit. Thinking
b. Describe the role of small business in the present and future economic climate	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-Intra Pers. Skills
c. Learn the advantages and disadvantages of entering this field	2. Crit. Thinking 3. Prof. Competence
d. Review the types of small business they can enter	2. Crit. Thinking
e. Consider and evaluate the differences between sole proprietorship, partnership and corporate form of organization when establishing a firm	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-Intra Pers. Skills
f. Evaluate themselves and their potential for this type of future	2. Crit. Thinking 3. Prof. Competence
e. Identify the pre-operation decisions that must be made and assess their	2. Crit. Thinking 3. Prof. Competence

merits: market; location; financing; insurance; staffing; record keeping	
g. Plan and develop conclusions regarding daily operations: Advertising, Personal Selling, and Sales Promotions; Purchase and Credit Policies; Inventory Control Systems	2. Crit. Thinking 3. Prof. Competence

K. TEXTS:

Scarborough, Norman, Essentials of Entrepreneurship and Small Business Management, Eight Edition, Upper Saddle River NJ, Prentice-Hall, 2008.

L. REFERENCES:

Corman, Joel, Lussier, Robert, and Pennel, Lori, Small Business Management: A Planning Approach, Cincinnati, Atomic Dog Publ, 2008.

Edwards, Paul, Edwards, Sarah, and Zooi, Walter, Home Businesses You Can Buy, New York, Tarcher/Putnam, 1997.

Hatten, Timothy, Small Business Management, Fifth Edition, Boston, Houghton Mifflin, 2011.

Kamoroff, Bernard B., Online Operator, Willits, CA, Bell Springs Publishing, 2001.

Kamoroff, Bernard B., Small Time Operator, Thirteenth Edition, Willits, CA, Bell Springs Publishing, 2002.

Mariotti, Steve, Entrepreneurship: Starting and Operating A Small Business, Upper Saddle River NJ, Pearson/Prentice-Hall, 2012.

Megginson, Leon, Byrd, Mary Jane, and Megginson, William, Small Business Management: An Entrepreneur's Guidebook, Seventh Edition, Boston, McGraw-Hill, 2012.

Ryan, J.D, and Hiduke, Gail P., Small Business: An Entrepreneur's Business Plan, Ninth Edition, Boston, South-Western, 2003.

M. EQUIPMENT: Video, Overhead Projector, Computer

N. GRADING METHOD(P/F,A-F, etc.): A-F

O. EVALUATION CRITERIA/METHODS: Written examinations, Papers, Class Participation

DETAILED TOPICAL OUTLINE
SMALL BUSINESS MANAGEMENT

TOPICS

I. The Challenge of Small Business

- a. Definition
- b. Role
- c. Future
- d. Advantages
- e. Disadvantages
- f. Performance

II. Types of Small Business

- a. Retail
- b. Wholesale
- c. Service
- d. Manufacturing

III. Launching a Small Business, You're Decision

- a. Personal Appraisal
- b. What it takes for success
- c. Why go into business
- d. Why you should not
- e. Buy an established business
- f. Start a new venture

IV. Putting the Business Plan to Work

- a. Market Research
- b. Assessing the Market
- c. Site location
- d. Financing Possibilities
- e. Insurance Necessary
- f. Staffing and Training Requirements
- g. Personnel Relations
- h. Financial Record Keeping