# 8/12/2020

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 1 September 2020

Term and Year of Implementation: Fall 2020

**Course Title:** Small Business Management

**BRCC Course Rubric:** MANG 2313

**Previous Course Rubric**: MANG 222

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:** CMGM 2313

**CIP Code:** 52.0703

**Course Description:** Designed for students who wish to start and operate a small business. Students will expand upon the business idea developed in MANG 122 (MANG 2413). The primary objective is to have students create a professional-level business plan.

**Prerequisites:**  MANG 2413 (or MANG 122) with grade of “C” or better

**Co-requisites:**

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Identify the four paths to small business ownership.

2. Develop a feasibility study of the strengths and weaknesses of the proposed business opportunity.

3. Demonstrate the ability to design and produce a written detailed business plan, including a statement of purpose, management (operational) plan, marketing plan, and financial plan.

4. Demonstrate the ability to create and deliver an effective oral presentation of the new venture business plan.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work.

2. Exams and/or quizzes.

3. Common questions administered by all sections of the course assessing the student's knowledge of the learning outcomes.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. The Business Plan: Introduction, Sample Case and General Outline.

A. Varieties of entrepreneurial opportunities

B. Exploring different types of businesses to start

C. Challenges and rewards of entrepreneurship

II. Entrepreneurial Strategies

A. Competitive advantage of small businesses

B. Identifying entrepreneurial opportunities

C. Selecting strategies that capture opportunities

III. Paths to Small Business Ownership

A. Startups

B. Buyouts

C. Franchising

D. The family business

IV. The New Venture Business Plan

A. Role of the business plan

B. Need for a business plan

C. Preparing a business plan

D. Resources for preparing a business plan

E. Developing the marketing plan

F. Management and organization of a small business

G. Selecting a location and planning the facilities

H. Projecting financial requirements

I. Finding sources of financing

V. Small Business Marketing

A. Customer service strategy

B. Product strategy

C. Distribution strategy

D. Promotional strategy

VI. Small Business Management

A. Distinctive characteristics of small firm management

B. Managerial functions

C. Time management

D. Outside management assistance

VII. Social and Ethical Issues

A. Ethics and small business

B. Building an ethical business

C. Social responsibilities and small business

D. Environmentalism and consumerism