

COURSE INFORMATION

COURSE PREFIX/NO: MGT 120
COURSE TITLE: Small Business Management
LEC HRS/WEEK: 5.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

DL ATTENDANCE/VA STATEMENT

TEXTBOOK INFORMATION

COURSE DESCRIPTION

This course is a study of small business management and organization, forms of ownership, and the process of starting a new business. It includes the role of small business in our economy, development of a management philosophy for the entrepreneur including general functions of management, factors in business failure and success, problems in initiating a business including the ethical, financial, facility and planning aspects.

COURSE COMPETENCIES

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

- provide a working definition of a small business,
- explain the role of small business in our economy,
- distinguish factors which contribute either to the success or failure of a small business,
- discuss problems associated with initiating a small business including planning, financing, organizing, and managing a small business,
- compare legal forms of business organization by examining the advantages and disadvantages of each,
- compare the advantages and disadvantages of beginning a small business as a new venture startup firm, a buyout firm, a family business, and a franchise,
- analyze financial and facility plans for a small business,
- explain products, services, and customer behavior in relation to marketing products for a small business, and
- discuss social and ethical operations of a small business.

MINIMAL STANDARDS

A minimum of 60% accuracy on evaluative measures will be required for the student to receive credit for this course: five tests (100 points each); and pop quizzes/class participation (200 points) All work must be completed to receive credit for the course.

COURSE REQUIREMENTS

All students are responsible for completing the following course requirements:

- * attend class,
- * read and study assigned chapters,
- * complete assigned homework,

- * complete all reports and projects in a timely manner,
- * participate in classroom activities and discussions, and
- * take all tests as assigned.

EVALUATION/GRADING PROCEDURE

All work must be completed on the assigned dates. Any work received late will be lowered one letter grade (10 points) for each day it is late. Students will take five (5) tests from the chapters assigned and all accompanying classroom activities. Make-up tests are rarely given and only in EXTREME emergency situations. The student's final grade will be the average of the chapter test scores, class participation, and pop quizzes. The Grading Scale is as follows:

Grade	Score
A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

Academic Policy

The policies stated in the York Technical College Handbook will be enforced. Any student violating these policies will be subject to academic discipline.

Attendance Policy

The attendance policy as stated in the student handbook will be enforced. Any student who misses more than 20% of the scheduled classes will be withdrawn from class. If withdrawn after mid-semester, the grade assigned will be "F". Any student who is tardy more than ten (10) minutes will be considered absent. Attendance is required on test days.

ENTRY-LEVEL SKILLS - NONE

PREREQUISITES - NONE

CO-REQUISITES - NONE

TOPIC/CONTENT OUTLINE

Entrepreneurs: The Energizers of Small Business
 Small Business: Vital Component of the Economy
 Competitive Advantage: Niche Strategy and Customer Service
 Startup and Buyout Opportunities
 Franchising Opportunities
 Family business Opportunities
 Creating a Formal Business Plan
 Building the Marketing Plan
 Planning the Management Team and Physical Facilities
 Initial Financial Planning
 Choosing a Form of Ownership
 Products, Services, and Customer Behavior
 Pricing and Credit Strategies
 Promotion: Personal Selling, Advertising, and Sales Promotion
 Professional Management in the Growing Firm

Method Of Instruction: This instructor will use a discussion/lecture Method. Students will demonstrate problem solving skills by participating in the selected case studies.
