

COURSE INFORMATION

COURSE PREFIX/NO:	MGT 121
COURSE TITLE:	Small Business Operations
LEC HRS/WEEK:	3.0
LAB HRS/WEEK:	0.0
CREDIT HRS/SEMESTER:	3.0

DL ATTENDANCE/VA STATEMENT TEXTBOOK INFORMATION

COURSE DESCRIPTION

This course is a study of the daily operations of an established small business, emphasizing staffing, recordkeeping, inventory control and marketing.

COURSE COMPETENCIES

Upon successful completion of this course, the student should be able to complete the following competencies with a minimum of 70 percent accuracy:

Module 1

- Describe the purchasing cycle and policies
- Describe the objectives and methods of inventory control
- Determine the considerations necessary in selecting a management team

Module 2

- Choose an appropriate legal form of ownership and identify the characteristics of each
- Choose a store location. design efficient store layouts relative to machinery, furniture, and equipment needs of the business

Module 3

- Formulate a formal marketing plan and demonstrate an understanding of consumer behavior, product strategy, strategic planning, and risk management
- Develop a sales forecast
- Analyze the nature of financial requirements for a new business and estimate the dollar amounts needed for initial capital using pro-forma financial statements
- Prepare budgets and interpret ratio analysis and tax considerations of business operations

MINIMAL STANDARDS

A minimum of 70% 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 a business plan,
- participate in classroom activities and discussions, and
- take all tests as assigned.

EVALUATION/GRADING PROCEDURE

Module 1	20%
Module 2	40%
Module 3	40%

Students will take five (5) module assessments from the chapters assigned and all accompanying classroom activities. Make-up tests will not be given. The student's final grade will be the average of the chapter test scores, class participation, and the business plan. 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 "WF". Any student who is tardy more than ten (10) minutes will be considered absent. Attendance is required on test days.

ENTRY-LEVEL SKILLS

Students should have a basic understanding of small business management, ownership forms, entrepreneurship, business planning and the factors which spell success or failure in new business enterprises.

PREREQUISITES: MGT 120

CO-REQUISITES: NONE

TOPIC/CONTENT OUTLINE

Family Business Opportunities
Managing the Operations Process
Quality Control
Work Improvement and Measurement
Quantitative Tools in Operations Management
Purchasing and Managing Inventories
Pricing and Credit Policy
Accounting Activities and Capital Budgeting
Tax Issues in Small Business
Risk Management
Working within the Law

METHOD OF INSTRUCTION

The objectives will be achieved through the uses of lecture, class discussions, and the preparation of a business plan.