

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**SMALL BUSINESS MANAGEMENT
BUSN 1340**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: .0

Revised: Fall 2015

Catalog Course Description:

This course is a study of the techniques of organizing and operating a small business, which may include development of the business plan, finance options, management of human resources, the firm's assets and risks, global opportunities, and exit strategies.

Entry Level Standards:

Students must be able to read and write at the college level. A fundamental understanding of accounting principles, including the development of financial statement elements, is required. Mastery of basic algebraic manipulations is presumed. Students are also expected to have a working knowledge of basic management and marketing before entering this course.

Prerequisites:

ACCT 1010 and BUSN 2330 or HSP 1200 and Department approval

Textbook(s) and Other Course Materials:

1. Scarborough, Norman M. and Thomas W. Zimmerer. *Essentials of Entrepreneurship and Small Business Management*, 6th ed. (Upper Saddle River, New Jersey: Prentice Hall). ISBN: 0136109594 **(only one textbook required per team)**
2. Sabin, William A., *The Gregg Reference Manual*, (Columbus, Ohio: Glencoe/McGraw-Hill). Eleventh Ed. ISBN-13: 978-0-07-339710-8 (One per team)
3. BUSN 1340 Course Packet

I. Week/Unit/Topic Basis:

This course is designed to bring students from all four Business Administration disciplines together in self-managed teams to complete a comprehensive project. Because the teams are expected to be self-managed, the assigned faculty will function as consultants to the enterprise, expecting the students to utilize knowledge and skills learned in their curricula to develop and complete their projects.

A projected semester plan follows:

Week	Topic
1-2	Orientation - Explanation of the course and the roles of faculty and students. Explanation of business proposal. Review of team development and function.
3	Presentation of business proposal.

- 4-10 Develop and prepare business plans.
- 11-12 Write and print business plans. Prepare presentation.
- 13-15 Presentation of business plans to a panel of business people. Receive critique of the business plans.

II. Course Goals*:

The course will

- A. Enhance students' understanding of entrepreneurship. (I,II,III,VII)
- B. Foster the ability of students to perform a satisfactory analysis of sociocultural, economic, political, competitive, and technological conditions affecting the success of a business. (I,III,VI)
- C. Provide students with hands-on experience in apply accounting, management, and marketing principles and concepts to the formulation of a comprehensive entrepreneurial business plan. (I,II,III)
- D. Guide students to an understanding of the techniques of plan development and presentation. (III,IV,V)
- E. Enhance student's skills in communicating effectively. (IV,V,VI,VIII)
- F. Enhance students' skills in interpersonal and teamwork skills. (III,IV,V)

*Roman numerals after course objectives reference goals of the Business program.

III. Expected Student Learning Outcomes*:

Students will be able to:

- 1. Describe the process of starting a small business, including the development of an effective business plan. (A,B,C)
- 2. Discuss various financing options, risk management options, global opportunities, and exit strategies. (A)
- 3. Describe the process of managing human resources and the key issues in managing the firm's assets. (A,C)
- 4. Communicate effectively orally and in writing with colleagues and business people. (D,E,F)
- 5. Prepare, present, and defend a plan in a professional manner. (D,E,F)
- 6. Function effectively in a self-managed team. (E,F)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

- A. Testing Procedures: 25% of grade.

This is based on the creation of a business proposal and includes a written and oral presentation. In addition, there will be an oral presentation of the business proposal to an

outside team of experts. The students will also be given some credit for a written exam designed to evaluate the overall Business Administration programs.

B. Laboratory Expectations: 50% of grade.

This is based on a major, semester long team based project in which teams will develop a business plan for a new business start-up.

Grade included in the Lab grade.

C. Field Work:

Research for the business plan will comprise the fieldwork.

D. Other Evaluation Methods: 25% of grade.

This is based on the student's participation in the development of the project and her/his cooperation with team mates and will be determined through peer appraisals and the recording of team meetings.

E. Grading Scale:

Grade Composition:

Business Proposal	10%
Time Sheets/Meeting Minutes	10%
Work Keys Team Test	5%
Business Plan	50%
Plan Content (45%)	
Document Quality (5%)	
Presentation	10%
Peer Evaluation	<u>15%</u>
	100%

Grading Scale:

The instructor will furnish complete details during the first week of instruction.

92 - 100	A
89 - 91	B+
82 - 88	B
79 - 81	C+
72 - 78	C
65 - 71	D
Below 65	F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice

president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Computer Usage Guidelines:

College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.