

Pellissippi State Community College
Master Syllabus

**SMALL BUSINESS MANAGEMENT
BUSN 1340**

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Spring 2017

NOTE: This course is not designed for transfer credit but may be accepted by other schools.

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.

Prerequisites

ACCT 1010 and BUSN 2330 or HSP 1200, and department approval.

Corequisites

None

Textbooks 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. MGT 2240 Course Packet

Week/Unit/Topic Basis

This course is designed to bring students from the Business 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

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| 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. |

Course Goals

NOTE: Roman numerals after goals reference goals of the A.A.S. Business program.

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)

Expected Student Learning Outcomes

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

The student will

- 1. Understand how accounting, management, and marketing interrelate in a small business. (A,B,C)
- 2. Understand entrepreneurship, the risks entrepreneurs face, and the advantages and disadvantages of entrepreneurship. (A)
- 3. Communicate effectively orally and in writing with colleagues and business people. (D,E,F)
- 4. Prepare, present, and defend a plan in a professional manner. (D,E,F)
- 5. Function effectively in a self-managed team. (E,F)

Accounting Expectations

- 6. Provide advice on financial/tax implications of the form of business organization. (B,C,E,F)
- 7. Analyze the financial impact of various business activities and alternatives. (B,C,E,F)
- 8. Develop pro forma (budgeted) financial statements, including income statement, balance sheet, and statement of cash flows. (C)
- 9. Develop cash receipts and disbursements budget. (C,E,F)
- 10. Prepare any additional reports, etc. needed to present a business plan for funding. (C,D)

Management Expectations

- 11. Write functional job descriptions. (A,C,E)
- 12. Understand the importance of job specifications in recruiting competent staff. (A,C)
- 13. Develop a staffing plan. (A,C)
- 14. Develop a recruiting plan, taking into account affirmative action requirements. (B,C)
- 15. Develop a structured interview format. (C,E,F)
- 16. Develop an Employee Handbook. (A,C,E,F)
- 17. Develop an organizational structure. (A,C,D)
- 18. Lead and manage team activities. (C,D,E,F)
- 19. Assume responsibility for resolving team conflicts. (C,E,F)

Hospitality Expectations

20. Develop and understanding of the interrelationships amongst the varied business disciplines within this course framework.(C, D,F)
21. Implement budgetary controls for product and labor costs for their perspective business model. (C, D, E, F)
22. Identify, locate, and evaluate potential investment sources for their perspective business opportunity. (A, B, C, E)
23. Differentiate between viable business investment opportunities and poor ones (A, B, D)

Evaluation:

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.

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.

Field Work: Grade included in the Lab grade.

Research for the business plan will comprise the fieldwork.

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.

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

Policies

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.

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.

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](http://www.pstcc.edu/sswd/) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.