

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** BUS. 150 **TITLE:** Small Business Management
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
Method of Grading: Letter Grade Only
Recommended Preparation:
 BUS. 100

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**
Catalog Description:

Small business drives the American economy. This course provides the skills needed to conceive, plan, establish, finance, market, and manage a small business, including: how to write a new venture business plan, how to navigate the challenges and opportunities of the small business environment, how to achieve optimum benefits from limited resources, and how to plan for growth and succession or exit from a small business.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Explain what it means and takes to be a small business owner.
2. Conduct a feasibility study and market analysis for a business idea, and examine alternate paths to small business ownership, including franchising.
3. Identify and analyze major components of a business plan.
4. Describe small business ethical decision-making.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Explain what it means and takes to be a small business person.
2. Understand ethical decision-making.
3. Start a small business by conducting a feasibility study and market analysis for their idea, and examining alternate paths to small business ownership, including franchising.
4. Understand forms of incorporation, and the taxation and liability associated with each.
5. Compile and write a summary business plan, including marketing and operations.
6. Understand small business customer relationship management and marketing.

6. **COURSE CONTENT:**

Lecture Content:

1. Entrepreneurship

Entrepreneurship and Small Business
Entrepreneurial Opportunities
So You Want to Be an Entrepreneur
The Many Varieties of Entrepreneurship
The Competitive Edge of Entrepreneurs
Getting Started
Success in Business and Success in Life

2. Integrity and Ethics

What is Integrity?
Integrity and the Interests of Major Stakeholders
Challenges and Benefits of Acting with Integrity
Integrity and the New Economy
Building a Business with Integrity

3. Starting a Small Business

Coming Up with Startup Ideas

Using Innovative Thinking to Generate Business Ideas
Using Internal and External Analyses to Assess Business Ideas
Selecting Strategies That Capture Opportunities
Is Your Startup Idea Feasible?
Looking Forward

4. Franchises and Buyouts

What is Franchising?
The Pros and Cons of Franchising
Evaluating Franchise Opportunities
Buying an Existing Business

5. The Family Business

What is Family Business?
Family Business Momentum
Family Roles and Relationships
Good Governance in the Family Firm
The Process of Leadership Succession

6. The Business Plan

Overview of the Business Plan
Preparing a Business Plan
Resources for Business Plan Preparation
Keeping the Right Perspective

a. The Marketing Plan

What is Small Business Marketing?
The Formal Marketing Plan
Marketing Research for the Small Business
Understanding Potential Target Markets
Estimating Market Potential

b. The Organizational Plan

Building a Management Team
Choosing Legal Form of Organization
Forming Strategic Alliances
The Board of Directors

c. The Location Plan

Locating the Brick-and-Mortar Startup
Designing and Equipping the Physical Facilities
Locating the Startup in the Entrepreneur's Home
Locating the Startup on the Internet

7. Customer Relations

Customer Relationship Management
Customer Profiles
Psychological Influences on Customers
Sociological Influence on Customers

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Guest Speakers
- C. Other (Specify): Case studies; group projects and oral presentations; role-playing; writing projects

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Writing a Business Plan for a prospective business. Written analysis of case studies. Written tests.

Reading Assignments:

Case studies, assigned chapters from course textbook and additional course materials on Human Resource

Law.

Other Outside Assignments:

Research for writing Business Plan.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Oral Presentation
- C. Written examination
- D. Case studies and Business Plan

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Longnecker, Justin; Petty, J. William; Plaich, Leslie E.; Hoy, Frank. *Small Business Management: Launching and Growing Entrepreneurial Ventures*, 18 ed. Boston, MA: Cengage Learning, 2017

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Course Originator: Peter von Bleichert