

North Central Michigan College

NCMC MASTER COURSE SYLLABUS

Last Date Revised July 2002

DIVISION/AREA: Business and Technology

DEPARTMENT:

DIVISION DIRECTOR: Robert J. Marsh, Ph.D., P.E.

ORIGINATOR:

DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

TOTAL HOURS OF INSTRUCTION: 3 LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.8

COURSE NUMBER: B 162

CREDIT HOURS: 3

COURSE TITLE: Strategic Planning in Small Business

TRANSFERABLE YES: NO: X TO:

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY:

CATALOG DESCRIPTION:

A course designed for those who have an interest in beginning, purchasing or managing a small business. Major topics include the entrepreneurial personality, strategic and tactical planning, forms of ownership, whether to buy an existing business or start your own, financial record keeping, cash flow management, building the business plan, potential sources of funds and taxes. B163 completes the student's introduction to small business issues

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
 - Write and speak effectively
 - Independently acquire knowledge
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COURSE OBJECTIVES & OUTCOMES:

To understand the many facets of small business with emphasis on the strategies that are necessary to launch and operate a small business.

METHODS OF INSTRUCTION: Lecture, in class discussion, case studies, personal business journals

METHODS OF EVALUATION:

Examinations (3)	150
Journal/case studies	60
Class participation	30
Quizzes and project assignments	<u>60</u>
TOTAL POINTS	300

REQUIRED TEXTS: Scarborough and Zimmer, *Effective Small Business Management, 6th ed.*,

OPTIONAL SUPPLEMENTARY MATERIALS:

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

Week	Chapter	Topic
1	1	Introduction Entrepreneurship: Who is it, what is it?
2	2	Strategic management
3	3	Forms of ownership
4	4	Franchising
5		EXAM I (Ch 1-4)
6	5	Buy or start new
7	6	Marketing
8	7	Finances
9	8	Cash flow
10		EXAM II (Ch 5-8)
11	9	The Plan
12	13	Equity finance
13	14	Debt finance BREAK
14	20	Management strategies
15		Projects and journals

16	Review and FINAL EXAM
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APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON _____