

North Central Michigan College

NCMC MASTER COURSE SYLLABUS FOR YEARS 2001-2003

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 163

CREDIT HOURS: 3

COURSE TITLE: Management Practices in Small Business

TRANSFERABLE YES: NO: X TO:

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

CATALOG DESCRIPTION:

May be taken separately or as a continuation of B 162. Major topics include marketing fundamentals (advertising, promotions, personal selling, pricing, location), human resource management, purchasing, inventory control, risk management, globalization and a management and marketing approach to information technology.

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
- Write and speak effectively
- Independently acquire knowledge

COURSE OBJECTIVES & OUTCOMES:

Understand the many facets of small business. Gain an appreciation and understanding of the function of marketing within a small business.

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

METHODS OF EVALUATION:

Examinations (3)	150
Journal: Weekly entry, four points each	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	6 & 10	Marketing plan and pricing strategies/techniques
3	15	The physical facilities
4	11	Advertising and promotion
5		EXAM I
6	12	Global opportunities
7	16	Purchasing, quality control, vendor analysis
8	17	Managing inventory
9		EXAM II
	18	Using technology
10	20	Management strategies
11		BREAK
12	22	Business law and government regulations
13	19	Staffing and leading a growing company
14	21	Responsibility and ethics
15		Journal due, presentations and final review
16		FINAL EXAM

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON 9/25/02