

North Central Michigan College

NCMC MASTER COURSE SYLLABUS

Last Date Revised 10/19/2010

INSTRUCTIONAL AREA: Occupational

DEPARTMENT: Business

ASSOCIATE DEAN: Robert J. Marsh

ORIGINATOR: Sarah Shuman

DEAN OF INSTRUCTION: Christine Hammond, Ph.D.

COURSE ALPHA/NUMBER: B 165

COURSE TITLE: Small Business Essentials

HOURS OF INSTRUCTION:

Credit hours: 3

Lecture: 3

Lab: 0

Clinical: 0

Variable Hours: 0

Total Hours of Instruction: 3

Total Contact Hours: 52.8

(Total Contact Hours Formula: (lecture hours + lab hours) x 17.6

CATALOG DESCRIPTION:

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 management and planning, basic economics, marketing, supply chain management, human resource management, purchasing, inventory control, risk management, and globalization.

PREREQUISITE(S): None

COREQUISITE(S): None

GENERAL EDUCATION DISTRIBUTION AREA:

Communications, Writing

Natural Science Group A

Communications, Communications

Natural Science Group B

Humanities Group A

Social Science Group A

Humanities Group B

Social Science Group B

Mathematics

Non Applicable

GENERAL EDUCATION OUTCOMES:

Write and Speak Effectively

Think Critically & Analytically

Write & Speak Effectively and Think Critically & Analytically

Non Applicable

COURSE OBJECTIVES AND OUTCOMES:

Students will gain an understanding of the following aspects of small business management:

- Marketing
- Finance
- Inventory management
- Cash flow management
- Developing and continuously monitoring a competitive business plan.

METHODS OF INSTRUCTION: Lecture, in-class discussion, case studies, essays & guest speakers

METHODS OF EVALUATION: Tests, book report, case studies, class participation

REQUIRED TEXT AT TIME OF COURSE ADOPTION/REVISION:

TEXTS:

- *Essential of Entrepreneurship and Small Business Management*, Sixth Edition, Scarborough
- *Let my people go surfing, the tale of an unlikely businessman*, Yvon Couinard

OPTIONAL SUPPLEMENTARY MATERIALS:

Reasonable accommodations can be provided for students with documented disabilities. Please contact Learning Support Services for assistance: (231)348-6817.

SUGGESTED TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

(List general content description of what is being covered each week)

(If you need more than one line for a week, hit enter at the end of row; second line will begin)

	Chapter	Topic
WEEK 1	1	Introduction/ The Foundations of Entrepreneurship
WEEK 2	2	Inside the Entrepreneurial Mind: From Ideas to Reality
WEEK 3	3	Designing a Competitive Business Model and Building a Solid Strategic Plan
WEEK 4	4	Conducting a Feasibility Analysis and Crafting a Winning Business Plan
WEEK 5	5	Forms of Business Ownership
WEEK 6	6 & 7	-Franchising and the Entrepreneur (specific pages) -Buying an Existing Business (specific pages)
WEEK 7	8	Building a Powerful Marketing Plan
WEEK 8	9	E-Commerce and the Entrepreneur
WEEK 9	10	Pricing Strategies
WEEK 10	11	Creating a Successful Financial Plan
WEEK 11	12	The Financial Plan and Cash Flow

WEEK 12		Cash Flow and Financing
WEEK 13	13	Sources of Financing: Debt and Equity (cont'd)
WEEK 14	14	Choosing the Right Location and Layout <i>Guest Speaker – TBD</i>
WEEK 15	15	Global Aspects of Entrepreneurship
WEEK 16	16	Building the New Venture Team and Planning for the Next Generation

APPROVED FOR ADOPTION/REVISION BY THE CRD/AP COMMITTEE ON ___1/10/11_____