

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York
BUSINESS MANAGEMENT DEPARTMENT

SYLLABUS— Spring 2016

Title of Course: Essentials of Small Business

Course Number: SBE 400

Semester: Spring 2016

Instructor: Prof Lang; Phone 212-220-8205; Email: dlang@bmcc.cuny.edu; Office: F-730

Class Hours: 3

Credits: 3

DESCRIPTION OF COURSE:

This course covers the scope and trends of small business in the economy. The general functions of management, factors in business success and failure, and the entrepreneur's qualifications are covered. Case studies, mathematical decision-making and microcomputer applications are integral parts of the creation of a usable business plan.

EMPHASIS OF COURSE:

The course is designed to deal with the problems involved in the organization, operation and management of small business enterprises. It covers the scope and trend of small business in the American economy, the general functions of management, factors in business success and failure and the entrepreneur and his qualifications. Case studies, mathematical decision-making and microcomputer applications are integral parts of the course.

PREREQUISITES AND/OR COREQUISITES: All remediation, SBE 200, SBE 300.

Course Student Learning Outcomes	Measurements
1. To develop the student's understanding of the economic and social environment in which the small business functions.	Business Plan
2. To emphasize those aspects of management that are uniquely important to small firms.	Management/ownership analysis.
4. To inform the student of career opportunities in small business.	Individual industry growth and contraction study.

REQUIRED TEXTS AND SUPPLEMENTARY MATERIALS:

1. Katz, Jerome and Green, Richard. Entrepreneurial Small Business. 4e. McGraw-Hill. (ISBN#: 978-0078029424)
2. Supplementary material to be distributed by the instructor.

EVALUATION AND REQUIREMENTS OF STUDENTS (GRADING):

The final grade will be determinate as follows:

Suggested Weights

1.	Two (2) quizzes	10%
2.	Two (2) small group cases	10%
	Two (2) Individual cases	10%
3.	One (1) Individual Term project (Production of a Business Plan)	10% 30%
4.	Midterm	20%
5.	Final Exam	<u>20%</u>
	TOTAL	100%

TOPICAL OUTLINE: May be revised please consult with faculty

Part One: Entrepreneurs and Ideas: The Basis of Small Business

1. Small Business: Its Opportunities and Rewards
2. Small Business Environment: Managing External Relations
3. Small Business Entrepreneurs: Characteristics and Competencies
4. Small Business Ideas: Creativity, Opportunity, and Feasibility

Part Two: Small Business Paths & Plans

5. Small Business Entry: Paths to Part-Time Entrepreneurship
6. Small Business Entry: Paths to Full-Time Entrepreneurship
7. Small Business Strategies: Imitation with a Twist
8. Business Plans: Seeing Audiences and Your Business Clearly

Part Three: Marketing in the Small Business

9. Small Business Marketing: Product and Pricing Strategies
10. Small Business Promotion: Capturing the Eyes of Your Market
11. Small Business Distribution and Location
12. Marketing Plans: Saying How You'll Get Sales

Part Four: Cash, Accounting, and Finance in the Small Business

13. Small Business Accounting: Projecting and Evaluating Performance
14. Cash: Lifeblood of the Business
15. Small Business Finance: Using Equity, Debt, and Gifts
16. Assets: Inventory and Operations Management
17. Small Business Protection: Risk Management and Insurance

Part Five: Management and Organization in the Small Business

18. Legal Issues: Recognizing Your Small Business Needs
19. Human Resource Management: Small Business Considerations
20. Achieving Success in the Small Business



STUDENT REPORTS:

Throughout the term each student should read the regular and business news sections of the New York Times and other trade publications. Much of this material is to be found in the College Library and online. This information will form the basis for classroom discussion and debate.

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade. The Business Management Dept. policy on lateness is as follows: Every two (2) lateness count as one (1) absence.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility, room N360 or 2112-220-8180. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).