



Syllabus

BUS 147 Small Business Management

General Information

Date

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Author

Edward FitzPatrick

Department

Business

Course Prefix

BUS

Course Number

147

Course Title

Small Business Management

Course Information

Credit Hours

3

Lecture Contact Hours

3

Lab Contact Hours

0

Other Contact Hours**Catalog Description**

A management approach to the study of contemporary small business practices. Students evaluate alternatives to be considered in forming policies regarding organizational structure, location, financial and legal requirements, merchandising and service standards, personnel considerations, methods of operation, promotional strategy, inventory control and accounting procedures. This course will serve as preparation for the establishment and operation of a small retail business.

Key Assessment

This course does not contain a Key Assessment for any programs

Prerequisites

None

Co-requisites

None

Grading Scheme

Letter

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Inquiry

Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Identify several factors that indicate a readiness for entrepreneurship
2. Evaluate the merits of a small business
3. Calculate common financial measures of business health

Outline of Topics Covered

Family Business Opportunities

Franchising Opportunities

Startup and Buyout Opportunities

Competitive Advantage in the Marketplace

The Role of the Business Plan

Developing the Marketing Plan

Selecting the Management Team and form of Organization

Selecting a Location and Planning the Facilities

Accounting Statements and Financial Requirements

Finding Sources of Financing

Customer Loyalty and Product Strategy

Pricing and Credit Strategies

Promotional Strategy

Professional Management in the Growing Firm