**NORTHEASTERN TECHNICAL COLLEGE**  
**COURSE OUTLINE**

<table>
<thead>
<tr>
<th>COURSE:</th>
<th>PREFIX NO.</th>
<th>EFFECTIVE DATE</th>
<th>NEXT REVIEW DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT</td>
<td>120</td>
<td>Spring 2015</td>
<td>Spring 2016</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>TITLE:</th>
<th>CREDITS</th>
<th>CONTACTS</th>
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<tbody>
<tr>
<td>Small Business Management</td>
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<td>3 0 3</td>
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| PREREQUISITES: | None |

**DESCRIPTION:** Level I: This course is a study of small business management and organization, forms of ownership, and the process of starting a new business.

Level II: An introduction to small business management covering the role of small business in our economy; development of functions of management; factors in business failures and success; problems in initiating a business including the legal, financial, facility and planning aspects.

**TEXTBOOK(S) OR ALTERNATIVE:** Instructor will furnish handouts and students will use the Internet and other material for research.

**MATERIALS (specifying those to be purchased by student):** Anything needed in preparation of project.

**COLLATERAL READING:**
- Newspaper and Magazine articles
- Suggested Reading:
  - Success Through the Glenn Bland Method By Glenn Bland
  - Think and Grow Rich By Napoleon Hill

**CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):**

**Academic Honesty:** During a test, as well as on any written assignment, paper, or project, anyone determined to be exchanging information or copying someone else's work will be given a grade of "F" on that work and will face further disciplinary action. Please refer to the "Student Code Book" on "Academic Dishonesty" section.

**Absences:** Twenty percent of total class hours will be the maximum number allowed. There are no unexcused absences except those verified by other instructors for field trips or school related assignments. A student with a doctor's excuse will be allowed to make up missed work, but the absence is still counted toward the number of allowed absences.

**Tardies:** A student is tardy if he/she arrives for class after the instructor has checked the class roll. Three tardies count as one absence. Any student who shows up for class more than ten minutes late will be counted absent for that class. Any student who is tardy more than the allowed absences will be dropped from the class.

**Withdrawals:** In the event that the student misses more than the allowable absences, the student will be dropped by the instructor, who will complete a withdrawal form, with a grade of "F". If the student wishes to withdraw from the class, the student must complete
a withdrawal form which can be found in the Student Development Office of the College. The student will receive a grade of "W" if the work completed to date is acceptable; a grade of "WF" will be assigned if the work is unacceptable.

**Assigned Work:** IMPORTANT - If an assignment is given to the class while a student is absent, he/she is required to turn in the work on the first day back to class.

**Classroom Etiquette:** An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also towards others. In the classroom, as on the job or in the home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc., negatively reflects on you and your fellow students. Please be considerate.

No food or drinks are allowed in the classrooms. Cell phones should be turned off during class.

**Student ID:** It is mandatory that every student wear his or her student ID at all times. During the first week of classes, the instructor will issue a reminder to wear the ID. This reminder is a warning.

Then instructors are required to dismiss students without ID from class. The student may get his/her ID (or a new one from Student Services for $3.00) and return to class before the midpoint of the class. If the student cannot get an ID and return to class by the midpoint, the instructor will record the absence.

**Disabilities Statement:** Students with disabilities are encouraged to contact the Dean of Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Dean of Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See College Catalog)

**RESOURCES (A-V, persons, tools/equipment):**

Videos, Handouts, DVDs, Internet

**COURSE TOPICAL OUTLINE** (List topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

I. Should you become an entrepreneur  
   a. What it takes to be a Small Business Entrepreneur

II. Develop a Business Plan  
   a. Steps to develop a business plan.  
   b. Buying an existing business or starting a new one.  
   c. Franchising
III. Forms of Ownership
   a. Sole Proprietorship, Partnership, or The Corporation
   b. Understanding Financial Statements and recordkeeping
   c. Making a Projected Income Statement
   d. Developing an opening day balance sheet

IV. Marketing Functions
   a. Understanding Marketing
   b. Identify your market and know your competition
   c. Personal Selling, Advertising, and Promotion
   d. Pricing Policies

V. The Inventory and Credit Needs
   a. Layout of Store and Control of Inventory
   b. Knowledge of Customer Buying Habits
   c. Purchasing and Inventory Control
   d. Extending Credit to the Customers
   e. How to deal with business risks
   f. Human Resource Management

LEARNING OUTCOMES/OBJECTIVES OF COURSE:
Upon successful completion of this course, the student should be competent to make choices to establish a new business or purchase an existing one and have an understanding of a business plan.

STUDENT LEARNING OUTCOMES: Students will possess an understanding of the principles of organizing and running a small business.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:
Lectures
Small group discussion
Guest Speakers
Individual and Small group projects

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:
PROJECT, ASSIGNED CASES AND POP TESTS: 100%
   A semester project will be assigned to develop a simulated small business. The student will determine what type of enterprise he/she would like to own and go about developing it as if it were an actual business. This project report must be typed very neatly, double-spaced, twelve font, using proper grammar and writing skills. Use your textbook as a reference source and include the page number at the end of the paragraph from which it came. Always explain the “Why” because this shows the proper understanding of the material. The project will count 90% of your grade with class participation 10%.

GRADING SCALE:
  90 - 100 = A
  80 - 89 = B
  70 - 79 = C
  60 - 69 = D
  Below 60 = F