

SYLLABUS

Code: BUSI241

Title: Small Business Management

Division: Business and Technology **Department:** Business

Course Description: Students will learn major considerations faced by an individual planning to start and run a small business venture in New Jersey. This course will cover the nature of self-employment, forms of ownership, franchising, financial planning, sources of capital, small business, accounting/ bookkeeping/ taxes, choosing a location, federal requirements and state regulations and business law as it relates to small business.

Prerequisites: BUSI 105 or permission of instructor

Corequisites: None

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

REQUIRED TEXTBOOK/MATERIALS:

Textbook Title: Small Business Management, Essential Tools and Skills for Entrepreneurial Success, 1e
Authors: Hodgetts and Kuratko
Publisher: John Wiley & Sons, Inc. March 2007 ©2008

ADDITIONAL TIME REQUIREMENTS:

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Identify the advantages and disadvantages of the various forms of business ownership.
- Identify the legal and ethical issues affecting small business.
- Utilize internet research to secure information to locate business start-up resources.
- Demonstrate an understanding of small business financing resource options.
- Demonstrate an understanding of planning, organizing, leading, decision making, mathematical models, and controlling in a small business environment.
- Communicate their understanding of the subject matter through written and spoken form.

GRADING STANDARD:

Unit 1 Exam	15 points	
Unit 2 Exam	15 points	
Unit 3 Exam	15 points	
Unit 4 Exam	15 points	
Business Plan	20 points	(Instruction for preparation during class)
Two projects	10 points each	
Total	100 points	

See instructor's addendum for details.

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Grades will be assigned as follows:

- 93 - 100% = A
- 90 - 92% = A-
- 87 - 89% = B+
- 83 - 86% = B
- 80 - 82% = B-
- 76 - 79% = C+
- 70 - 75% = C
- 65 - 69% = D
- 64 - below = F

COURSE CONTENT:

Unit 1 – Small Business

1. Introduction to Small Business (Ch. 1)
2. Small Business Opportunities (Ch. 2)
 - a. Start from Scratch
 - b. Buying an Existing Business
 - c. Franchising
3. Forms of Small Business (Ch. 6)

Unit 2 – Accounting and Finance

1. Sources of Financing Ch. 5)
 - a. Debt Financing
 - b. Equity Financing
2. Using Financial Statements
 - a. Balance Sheet
 - b. Income Statements
3. Budgeting & Taxes (Ch. 14)

Unit 3 – Marketing and the Business Plan

1. Understanding Markets and Pricing (Ch. 10)
2. Understanding Promotion and Selling(Ch. 11)
3. Developing a Business Plan

Unit 4 – Human Resources, Legal and Management

1. Human Resources and Staffing (Ch. 9)
2. Legal (Ch. 8)
3. Basics of Small Business Management

DEPARTMENT POLICIES:

Attendance and Late Policy for Students:

In the event a student accumulates more than three (3) absences, a student's final grade will be lowered one grade level.

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code,

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Section V, "Academic Integrity Code" as found in the student handbook. The Business Management Department supports this regulation.

Brookdale e-mail/Website:

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The syllabus is subject to change per the rights of the instructor. These changes may be communicated to you via e-mail.

COLLEGE POLICIES:

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

Tutoring

Individual tutoring for a unit test or course work may be available from the department's learning assistant on a first-come, first-serve basis in LAH 214. Appointments are suggested.

Melissa Stryker, Learning Assistant
Telephone number: (732) 224-2551
E-mail: mstryker@brookdalecc.edu
Office Location: Larrison Hall 214