Midland College
Syllabus
BUSG 2309
Small Business Management
3 semester credit hours (3 hours lecture, 0 hours lab)

Course Description: A course on how to start and operate a small business. Topics include facts about small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues. The student will describe important issues about small business; identify essential management skill required of a successful entrepreneur; and prepare a business plan.

This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues, numerous real-world examples to help students understand how to apply the business management concepts presented in the text, and incorporates material to help them explore small business issues in the amazing world of the Internet.

Text, References, and Supplies:

Course Goals/Objectives:
Upon successful completion of the course the student will be able to:

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Purpose and/or sample real life applications</th>
<th>Projects/Assignments</th>
<th>Used through out the course</th>
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<tbody>
<tr>
<td>Recognize, analyze, and construct feasible concepts within small business and entrepreneurial environments.</td>
<td>Use the concepts learned this course to evaluate and assess the business environment.</td>
<td>Use the end of the chapters’ cases to apply the concepts learned from this competency. Use the concepts learned in this course to develop a</td>
<td>Yes</td>
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<td>Develop an ability to apply marketing strategies and tactics as a way of understanding customers and competitors to create profitable firms and organizations.</td>
<td>Become better informed as to the marketing strategies utilized by small businesses.</td>
<td>Use the internet to research successful marketing strategies.</td>
<td>Yes</td>
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<td>Propose plans to gather and organize resources to address evolving opportunity and the ongoing reassessment of needs as the context changes over time.</td>
<td>Gain an understanding of the current and emerging business opportunities for new entrepreneurs.</td>
<td>Use the internet to research new and successful businesses. Use the concepts learned in this course to develop a business plan.</td>
<td>Yes</td>
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<td>Develop an operations strategy, involving integrated production and distribution of goods, services, and information as a means to achieve competitive advantage.</td>
<td>Evaluate the different operating strategies used by small businesses to gain a competitive edge.</td>
<td>Use the end-of-the chapter cases to discuss and apply the concepts covered in this course.</td>
<td>Yes</td>
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<td>Propose appropriate plans for funding the startup and continued operations of an organization.</td>
<td>Gain an understanding of the steps involved in developing a business plan</td>
<td>Use the end-of-the chapters’ cases to discuss and apply the concepts covered in this. Assess the strategies used in your business plan.</td>
<td>Yes</td>
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**Student Contribution and Class Policies:**

Each student is expected to study at least six hours per week preparing for class, take an active role in lecture/discussion, meet assignment due dates, and conduct themselves in a businesslike manner in the class. Students will be expected to exhibit professional behavior during scheduled class times. Professional behavior includes, but is not limited to, the following:
1. Complies with the rules of Midland College
2. Attends class regularly (no more than two/three absences)
3. Is punctual
4. Exhibits cooperative behavior in class
5. Ear phones, cell phones, and beepers are considered disruptive to the class and should be avoided.
6. Is dressed appropriately
7. Takes all tests on the scheduled dates.
8. Gives the instructor advanced notice when leaving class early

Late Work: Students are expected to turn in assignments on time. However, if a student misses a due date, 5 points will be deducted from the students grade for each day the assignment is late.

Missed Exams: If a student is absent on a scheduled exam day, they should contact the instructor as soon as possible to arrange a make up exam. Make-up exams will be taken in the accounting lab.

Drop Policy: It is the student’s responsibility to drop this course if circumstances develop that prevent their completion of the course. The instructor will not drop a student for non-attendance.

Evaluation of Students: Methods of student evaluation may include all of the following:
1. Four Exams
2. Business Plan and Presentation
3. Assignments and Homework
4. In class and online discussions
5. Attendance and participation

Course Schedule: Assignment and due date schedule is attached to the back of the syllabi.