



Syllabus: *MGT 124* *Small Business Management*

Course Information

Course Prefix/Number: MGT/124
Semester: Spring 2019
Class Days/Times: **T/R 5:30-6:45**

Credit Hours: 3
Course Title: Small Business Management
Room: JM02

Instructor Information:

Name: Lisa Brown, MBA, CPSM

Phone/Voice Mail: 575.313.2117 (text only)

E-mail: lbrown@tocc.edu

Office location:

Office hours: 1 hour before class time (please make an appointment)

Course Description:

Analysis of the practical problems of organizing, managing and starting a small business. Includes introduction and overview, selecting employees, forms of ownership, managing the business, business plan, pricing, managing cash flow, creating sales forecast, income statements, breakeven analysis, and sources of funds, international operations, contracts, risk, and international opportunities.

Course Objectives:

During this course students will create their own business plan. The students will work together using the concepts taught throughout this course. Students will learn about small business management and will be able to apply knowledge and skills upon completion of course.

Students will become familiar with Entrepreneurial processes

Students will develop small business management skills

Students will enhance the critical thinking and decision making skills.

Student Learning Outcomes (SLOs):

After completion of the course students will be able to

1. Discuss the world of small business as it exists in manufacturing, retailing, wholesaling, service, construction, and other fields.
2. Construct a workable business plan that includes marketing, financial, and operating sections.
3. Describe marketing strategies and alternative promotion options that enhance a small business' competitive edge.
4. Explain the principles of management and their application to the small business.
5. Identify various risk management strategies important to small businesses.

Course Structure:

This course will consist of Lecture, Discussion, Research, Development of a Business plan along with planning for various contingencies.

Texts and Materials:**[Small Business Management in the 21st Century](#)**

David Cadden, Quinnipiac University

Sandra Lueder, Southern Connecticut State University

Evaluation and Grading & Assignments:

Attendance: 30% (300points or 10 points a day)

Group Presentations 20% (200 points)

Business Plan: 25% (250 pts)

Contingency Plan 25% (250 pts)

Apache Cultural Component: San Carlos Apache College is in the process of developing culturally relevant curriculum and coursework in Apache history, culture, and language. Student and community feedback will guide this process. All SCAC instructors will find ways to incorporate culturally relevant topics and materials into their courses as appropriate.

Policies and expectations- You are expected to arrive to class on time and be prepared to participate in each class period. Four unexcused absences may result in withdrawal and a 'W' or 'Y' will be recorded. You may request to be excused from class for religious observances and practices, for illness, for school or work-related travel or for personal or family emergency. If you will be absent or have been absent, please notify the instructor as soon as possible (approved by the TOCC Faculty Senate, April 2014).



Course Outline:

- I.The role of small business
- II.How to plan and organize a business
- III.How to market goods and services
- IV.How to organize, manage and operate a business
- V.Basic financial planning and control.

DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.