

## **BUSA-2210 SMALL BUSINESS MANAGEMENT 3 CREDITS**

### **SYLLABUS**

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#### **CATALOG DESCRIPTION**

This three-credit-hour course is designed to acquaint the student with managerial functions and processes as related to the small business environment. These managerial functions include exploring entrepreneurial opportunities and analyzing new-venture activities needed for the successful operation of small firms. Students will also examine the benefits and risks of owning 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

Prerequisites: Accuplacer test scores or Course: APRD81+ OR READ 113; AND APEN 85+ OR ENGL 099

Semester Offered: Spring

#### ***COMMON STUDENT LEARNING OUTCOMES***

*Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...*

##### **BROAD AND SPECIALIZED LEARNING**

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

##### **CRITICAL THINKING**

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

##### **CULTURAL AND CIVIC ENGAGEMENT**

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

##### **EFFECTIVE COMMUNICATION**

Students will exchange ideas and information with clarity in multiple contexts.

##### **INFORMATION LITERACY**

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

##### **INTEGRATING TECHNOLOGIES**

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

#### **COURSE LEARNING OUTCOMES**

*Upon successful completion of the course, the student will be able to...*

1. Define what is meant by a small business, the advantages and disadvantages of going into business, and types of business ownership.
2. Develop the knowledge to apply marketing strategies and tactics to bring a product to market and create a for-profit firm.
3. Utilize procedures for researching, forecasting and analyzing a business idea.
4. Write a business plan of an existing or prospective small business with emphasis on the marketing and financial components.
5. Develop an operational plan, involving necessary production and distribution of goods and services, as well as information systems as a means to achieve competitive advantage.
6. Create appropriate plans for funding the startup and continued operations of an organization.
7. Examine aspects of small-business management from conceptual stages to successful implementation.
8. Examine different small business scenarios. Identify problems that frequently arise in small business and use problem-solving skills to formulate solutions.