

SMALL BUSINESS MANAGEMENT

10-145-100 (3 Credits)

Syllabus

Flex Lab Information:

Campus: Ashland
E-mail Address: ashland.flexlab@witc.edu
Telephone: (715) 682-4591, Extension 3138

* During all scheduled hours, the Flex Lab Staff handles registration, examinations, special assistance and assignments. Mike Bark, your Instructor, is available only on a limited basis. Ask the Flex Lab for details.

Instructor:

Michael Bark

E-mail: mike.bark@witc.edu

Telephone: 682-4591, Ext 3177

Course Description:

This course will provide students with an overview of the key elements involved in Small Business Management. Key content will include small business planning, organizing and developing a business opportunity, minimizing risks, evaluating legal considerations, economic impact, social, financial, marketing, and human resources.

Learning Outcomes Addressed In This Course:

Core Abilities

- Communicate clearly
- Work cooperatively
- Think critically and creatively
- Work productively

Course Competencies

Upon successful completion of this course, the student in accordance with the grading standards will be able to:

1. Analyze the legal forms of business ownership.
2. Design a risk management plan.
3. Express an awareness of the economic impact of small business.
4. Compute the break-even point for a specific product.
5. Create a job description
6. Develop a financial plan for financing a small business.
7. Prepare a marketing budget.
8. Prepare a two-or three-year projected cash flow and income statement for a new business
9. Develop an outline for a business plan.
10. Analyze factors affecting site location.
11. Express knowledge of legal issues relating to small business management.
12. Investigate startup and buyout opportunities.
13. Complete a DBA application form.
14. Summarize local market needs.
15. Appraise current developments in the global marketplace.
16. Develop a philosophy regarding social and ethical issues.
17. Identify components of a human resource management plan.

Text and Supplies Required:

Small Business Management, Longnecker & Moore, 12th Edition, Irwin/McGraw-Hill Publishing Company, ISBN: 0-324-06554-X.

Written Assignment worksheets are available in paper copy and on-line thru the www.witc.edu web site. This link will be demonstrated during your class orientation.

Evaluation Procedures:

Grades will be determined by your written assignments and unit tests. The final course grade will be based upon the following percentages:

Written assignments (18 chapters)	50%
*Unit Tests (4 tests) and Conference	<u>50%</u>
	100%

*Alternative methods of assessment/testing may be available by contacting your instructor.

Grading Scale

Letter grades are determined using the standards listed below:

95 - 100 = A	87 - 90 = B	80 - 82 = C	72 - 75 = D
93 - 94 = A-	85 - 86 = B-	78 - 79 = C-	70 - 71 = D-
91 - 92 = B+	83 - 84 = C+	76 - 77 = D+	0 - 69 = F

Study Suggestions:

Both a Flex Lab and a course orientation with Mike Bark must be completed before this course is started.

As you progress through this course first familiarize yourself with this syllabus and the textbook. Then, read through your written assignment for the chapter and become aware of what you are to look for in each lesson. To assist you in your planning, your personal completion schedule should consider that we have 16-week semesters and you need to complete 18 chapters (plus unit tests) within that time period. If you do not complete all the work within that timeline, you will be assigned a grade accordingly. However, if you want to work ahead and complete the course early, that is just fine.

For each lesson:

1. Read the textbook material as assigned.
2. To supplement your learning it is recommended that you make contact with key small business agency resource people, businesses in the community, Internet sites and your local LRC or community library.
3. Review the written assignment.
4. Jot down questions or ideas and, if possible, discuss them with a friend, business associate, family member or Mr. Bark.
5. Complete the written assignment, key up your answers, save on a disk or your home computer and then print a copy to submit to the Flex Lab for grading.
6. Do not wait to get your assignment returned; just continue on to the next chapter.

Testing/Assessment:

All tests will be proctored and based upon the material found in the textbook chapters. They will be unit tests and will consist of true and false, multiple choice, short answer and possible essay questions. When you are ready to take a test, they will be available in the Flex Lab. You will be able to use notes, written assignments, critiques, your textbook, and any other resources when you take a test. If you are interested in other options available for assessment, please contact Mr. Bark.

Attendance:

It is your responsibility to maintain a pace that will allow you to successfully complete this class by the deadline. It is extremely important to maintain close communications on your progress. I should have some contact with you and/or receive an assignment from you each week. If a week goes by and I do not hear from you, your name will be forwarded to a WITC Counselor to contact you. The Flex Lab attendance policy will be reviewed during course orientation.

Safety:

Be extremely careful when entering and leaving the Flex Lab classroom. If at anytime there is an accident, please notify one of the Flex Lab staff members immediately.

There are various fire/emergency exits. A staff member will inform you of them on the first day of orientation. An emergency exit poster is also located near the door of each classroom at WITC.

Please note that the Internet is not a closed form of communication and that not all information may be accurate.

Special Assistance/Special Needs Available:

If you are a handicapped student, and feel you would like additional help, or if you have a question or concern, please contact the Flex Lab staff, a WITC Counselor or your Instructor, Mike Bark, personally. When not in class or at lunch, Mr. Bark can be found in his office in the instructor office area. His schedule is posted on the bulletin board in the corridor next to the Instructor Office Area. His e-mail address is mbark@witc.edu.

If you need to call into the campus, the telephone number is (715) 682-4591 or 1-800-243-WITC. The Flex Lab is extension 3138 and Mike Bark's extension is 3177. There is voice mail at both locations.

~Enjoy the course~

Please complete an on-line course survey when completed. Ask Flex Lab staff for assistance.