

**MARTIN COMMUNITY COLLEGE**  
**COURSE SYLLABUS**  
**Semester/Year: Spring 2011**

|  |   |
|--|---|
| <b>COURSE NUMBER:</b> BUS 230 (1)              | <b>INSTRUCTOR:</b> Gregory Brown  |
| <b>COURSE TITLE:</b> Small Business Management | <b>OFFICE NO:</b> Building 4 Romm 7   |
| <b>CREDIT HOURS:</b> 3                         | <b>OFFICE/VIRTUAL HOURS:</b> Mon 10am-11am<br>Tue 5pm-6pm Wed 9am-10am & 5pm-6pm Thur<br>5pm-6pm Fri 9am-12pm |
| <b>CONTACT HRS/WK:</b> 3                       | <b>PHONE NO:</b> 252-789-0218   |
| <b>PREREQUISITES:</b> None                     | <b>FAX:</b> 252-792-0826  |
| <b>COREQUISITES:</b> None                      | <b>E-MAIL:</b> gbrown@martincc.edu  |

**COURSE DESCRIPTION:** This course introduces the challenges of entrepreneurship including the startup and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision making. Upon completion, students should be able to develop a small business plan

**PROGRAM LEARNING OUTCOMES:**

1. Articulate and exercise an understanding of the management process and functions and how these influence effective business practices
2. Utilize appropriate technology, techniques and practices to collect, process, and interpret information for decision making
3. Model professional communication skills to process, manage and communicate information\
4. Model effective interpersonal skills reflecting an understanding of diversity, the need for tand the global nature of society

**COURSE LEARNING OUTCOMES:**

1. Identify the aspects of starting and operating a business
2. Comprehend the dynamic role of Small Business in our economy
3. Build a basic business plan

**REQUIRED TEXTBOOKS:** Byrd & Megginson (2009). Small business management, 6<sup>th</sup> Edition. United Statse: Thomson-Southwestern Publishers

**SUPPLEMENTAL RESOURCES:** None

**LEARNING/TEACHING METHODS:**

1. Tests
2. Internet assignments
3. Written assignment
4. Outside reading assignment

**ASSESSMENTS/METHODS OF EVALUATION:**

1. Tests 50%
2. Homework assignments 20%
3. Project 20 %
4. Outside reading assignment 10%

**GRADING POLICY:**

|   |            |
|---|------------|
| A | 100-93 %   |
| B | 92-85 %    |
| C | 84-77 %    |
| D | 76-70 %    |
| E | Below 70 % |

**COURSE OUTLINE:**

## Chapters

|     |  |                |
|-----|--|----------------|
| 1   | Starting your small business           | WEEK 1         |
| 2.  | Family owned business                  | WEEK           |
|     | Test 1                                 |                |
| 3   | Forms of ownership of small business   | WEEK 3         |
| 4   | Maintaining good government relations  | WEEK 4         |
| 5.  | Becoming a small business owner        | WEEK 5         |
|     | Test 2                                 |                |
| 6.  | The business plan                      | WEEK 6         |
| 7.  | How to obtain financing                | WEEK 7         |
| 8   | Developing Market strategies           | WEEK 8         |
|     | Test 3                                 |                |
| 9   | Promoting and distributing             | WEEK 9         |
| 10  | Managing human resources               | WEEK 10        |
| 11. | Maintaining relationships with workers | WEEK 11        |
| 12  | The business layout                    |                |
|     | Test 4                                 |                |
| 13  | Inventory and quality controls         | WEEK 12        |
| 14. | Budgeting and controlling              | WEEK 13        |
| 17  | Risk management and insurance          | WEEK 14        |
|     | Test 5                                 |                |
| 16  | Project presentations                  | Week 15 and 16 |
| 22  | Managing the firms assets              |                |

## **STUDENT ATTENDANCE POLICY:**

This is a three hour class and the maximum number of class hours you can miss is twelve (9) hours. Missing more than six straight hours of classes (without a justifiable excuse) and any cuts beyond (9) hours will result in you being administratively withdrawn from the class by your instructor. You will receive a grade of “WF” which will change into an “F”. If you arrive to class after the roll is called you will receive a tardy. Three tardies will equal one absence. If you have six consecutive hours absent you can be administratively withdrawn from the class. You will receive a “WF” which counts as an “F” for the final grade. Students can be readmitted only with the written approval of the instructor (the student is responsible for making up any missed work).

Contact your instructor immediately if an emergency arises and you are unable to submit your work (or attend class) as required. NOTE: Early completion of assignments will guarantee that all work is submitted on time and will not be subject to possible late penalties.

If you find that you cannot complete the course for any reason, contact your instructor and refer to your college catalog for withdrawal procedures.

## **REQUEST FOR EXCUSED ABSENCES FOR RELIGIOUS OBSERVANCES\***

\*In compliance with G.S. 115D-5, MCC policy permits a student to be excused, with the opportunity to make-up any test or other missed work, a minimum of two excused absences per academic year for religious observances required by the student’s faith. The policy limits the excused absences to a maximum of two days per academic year.

Students who wish to be excused for a Religious Observance required by their faith must complete and submit a request form to the instructor(s) prior to the census date of each class. The Request for Excused Absences for Religious Observances form can be picked up from Student Services. This does not supersede the college-wide attendance policy as outlined in the college catalog or syllabus, with the exception of a reasonable accommodation for the make-up of missed course work.

## **COURSE POLICIES:**

### **Grading Policy**

|   |            |
|---|------------|
| A | 100-93 %   |
| B | 92-85 %    |
| C | 84-77 %    |
| D | 76-70 %    |
| E | Below 70 % |

## **ASSIGNMENT POLICY**

All late assignments will receive a grade of zero

### **Academic Honesty**

Note that in addition to good academic performance, students should exhibit the qualities of honesty and integrity. If there is any question that academic honesty and integrity are not honored, students may be required

to redo assignments in the presence of an instructor-selected monitor. Any proof of dishonesty including plagiarism will make students subject to disciplinary action. Please consult your college catalog for more information.

## TEST POLICY

You are expected to be in attendance for all announced tests. If you cannot make the test, you need to contact your instructor. There will be a late penalty 10 points per day.

1. Cell Phones & other Electronic devices: Please turn off all electronic devices and remove Blue Tooth enabled devices. Cell Phones should be turned off before entering class. Calls cannot be made or received during class without prior permission from the instructor. Any unauthorized electronic device in use during a test will result in a grade of Zero (0).

2. Students who leave class before dismissal, who do not inform the instructor, can expect to be counted absent from class.

**If you cannot reach your instructor, you may contact Dr. Phyllis Broughton, Dean of Academic Affairs and Student Services at (252)789-0246 or (252)789-0247 by phone, pbroughton@martincc.edu by e-mail, or in person at her office in Building 2, Room 33.**

**To access the Martin Community College Career Catalog for policies and curriculum requirements, please go online to [www.martincc.edu](http://www.martincc.edu).**

*If you have a need for a disability-related accommodation, please notify the Student Services counselor at (252) 789-0293.*

Words of Wisdom: **A class is like a bank account. If you don't put anything into it,  
You won't get anything out of it.**