Syllabus

BUS 147 Small Business Management

General Information

Date
March 30th, 2018

Author
Edward FitzPatrick

Department
Business

Course Prefix
BUS

Course Number
147

Course Title
Small Business Management

Course Information

Credit Hours
3

Lecture Contact Hours
3

Lab Contact Hours
0

Other Contact Hours

Catalog Description
A management approach to the study of contemporary small business practices. Students evaluate alternatives to be considered in forming policies regarding organizational structure, location, financial and legal requirements, merchandising and service standards, personnel considerations, methods of operation, promotional strategy, inventory control and accounting procedures. This course will serve as preparation for the establishment and operation of a small retail business.

Key Assessment
This course does not contain a Key Assessment for any programs
Prerequisites
None

Co-requisites
None

Grading Scheme
Letter

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category
None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

- Inquiry
- Interconnectedness

Course Learning Outcomes

Course Learning Outcomes
1. Identify several factors that indicate a readiness for entrepreneurship
2. Evaluate the merits of a small business
3. Calculate common financial measures of business health

Outline of Topics Covered

- Family Business Opportunities
- Franchising Opportunities
- Startup and Buyout Opportunities
- Competitive Advantage in the Marketplace
- The Role of the Business Plan
- Developing the Marketing Plan
- Selecting the Management Team and form of Organization
- Selecting a Location and Planning the Facilities