

COURSE OUTLINE
BMGT-120
Small Business Management
3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Students will have an understanding of the major problems they will face and the pitfalls they must avoid if success is to be assured in the management/ownership of a small business. The student will be able to identify those factors critical in making small business decisions. The student will be able to plan, organize and lead small business operations. The student will develop skills in analyzing management problems and controlling them. (3 hours weekly)

Overall Course Objectives

Upon successfully completing this course, the student should be able to:

1. Identify some of the challenges of entrepreneurship.
2. Identify the elements necessary for strategic planning.
3. Compare and contrast various forms of business ownership.
4. Compare buying and existing business with starting a new one or purchasing a franchise.
5. Identify the elements of an effective business plan.
6. Design complete business plan.
7. Explain the various aspects of financing a business.
8. Discuss location and layout of various types of businesses.
9. Analyze various techniques for controlling inventory.
10. Explain how various marketing and sales techniques can be used to enhance profitability.
11. Describe the role of computers in small business management.
12. Identify the numerous aspects of managing human resources.
13. Define and explain the legal issues important to small business ownership.
14. Identify resources that help new and existing businesses.
15. Write and respond to request for bids and proposals.
16. Obtain certification for small business, minority, and women set asides.
17. Apply time management techniques required to manage a business.
18. Identify sub-contracting opportunities.

Major Topics:

- I. Entrepreneurship
- II. Business Ethics
- III. Strategic Management
- IV. Forms of Business Ownership
- V. Marketing Plan: Location, Promotion, Pricing
- VI. Financing a Business: Cash Flow, Financing, Accounting
- VII. Managing Inventory: Purchase and Control
- VIII. Computers in Business
- IX. Human Resource Management
- X. Federal and Local Government Assistance for Growth and Start-up

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- several exams
- class discussion
- Design of a small business plan

Writing: Specific writing assignments will be determined by the individual faculty members, but will include the organizing and writing of a complete business plan.

Other Course Information:

Meets the requirement for a business elective.

This course would be useful for anyone who currently owns a small business, or who is considering starting their own business.