

# EASTERN ARIZONA COLLEGE

## Small Business Management

Course Design  
2011-2012

### Course Information

**Division** Business  
**Course Number** SBM 201  
**Title** Small Business Management  
**Credits** 3  
**Developed by** Mike Fox  
**Lecture/Lab Ratio** 3 Lecture/0 Lab

### Transfer Status

ASU	NAU	UA
Elective Credit	Elective Credit	Elective Credit

**Activity Course** No  
**CIP Code** 52.0703  
**Assessment Mode** Pre/Post Test (25 Questions/50 Points)  
**Semester Taught** Upon Request  
**GE Category** None  
**Separate Lab** No  
**Awareness Course** No  
**Intensive Writing Course** No

### Prerequisites

None

### Educational Value

A. TO GENERAL EDUCATION: Acquaints the student with aspects of an important part of everyday life, namely small businesses. The course introduces concepts that will help the student understand the marketplace in which they participate daily.

B. TO MAJOR / PROGRAM: Required for the Small Business Management AAS degree and the Small Business Proprietor Certificate. It also serves as an option choice for several other vocational programs.

C. OTHER: The principles learned in this course assist students in understanding and managing one's own personal day-to-day affairs.

### Description

Introduces the fundamentals of business management, including planning, raising capital, using business information, managing employees, and marketing products and services. The course is oriented toward principles needed to operate a small business and is designed for those who may eventually have their own businesses or for those who desire to upgrade their skills in their present businesses.

## **Supplies**

None

## **Competencies and Performance Standards**

### **1. Analyze the variety of entrepreneurial opportunities available in the United States**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Examine the aspects of entrepreneurship in the new millennium
- b. Explain startup and buyout opportunities for an entrepreneur
- c. Demonstrate how to obtain a competitive advantage in the marketplace

#### **Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands-on" activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

*Criteria - Performance will be satisfactory when:*

- learner examines the aspects of entrepreneurship in the new millennium
- learner explains startup and buyout opportunities for an entrepreneur
- learner demonstrates how to obtain a competitive advantage in the marketplace

### **2. Develop the concepts for a business plan for a new venture**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Explain the role of the business plan
- b. Develop a simplified new venture business plan
- c. Illustrate how to select a business management team
- d. Evaluate the various form of business organization
- e. Outline the various sources of business financing

#### **Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands-on" activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

*Criteria - Performance will be satisfactory when:*

- learner explains the role of the business plan
- learner develops a simplified new venture business plan
- learner illustrates how to select a business management team
- learner evaluates the various form of business organization
- learner outlines the various sources of business financing

### **3. Demonstrate a working knowledge of small business marketing**

#### ***Learning objectives***

*What you will learn as you master the competency:*

- a. Explain the importance of customer loyalty
- b. Demonstrate a working knowledge of product strategy
- c. Outline the various pricing and credit strategies
- d. Outline the facets of promotional strategy
- e. Demonstrate usage of distribution channels
- f. Show the importance of global markets for small business

#### ***Performance Standards***

*Competence will be demonstrated:*

- on satisfactory completion of "hands-on" activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

*Criteria - Performance will be satisfactory when:*

- learner explains the importance of customer loyalty
- learner demonstrates a working knowledge of product strategy
- learner outlines the various pricing and credit strategies
- learner outlines the facets of promotional strategy
- learner demonstrates usage of distribution channels
- Show the importance of global markets for small business

### **4. Explain the concepts involved in managing small business operations**

#### ***Learning objectives***

*What you will learn as you master the competency:*

- a. Identify the social and ethical issues facing the entrepreneur
- b. Characterize the aspects of professional management in the growing firm
- c. Demonstrate how to properly manage human resources

#### ***Performance Standards***

*Competence will be demonstrated:*

- on satisfactory completion of "hands-on" activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

*Criteria - Performance will be satisfactory when:*

- learner identifies the social and ethical issues facing the entrepreneur
- learner characterizes the aspects of professional management in the growing firm
- learner demonstrates how to properly manage human resources

## 5. Simulate a small business financial plan

### **Learning objectives**

*What you will learn as you master the competency:*

- a. Use the appropriate tools to evaluate financial performance
- b. Show how to effectively manage business assets
- c. Explain the risk and insurance issues faced by the entrepreneur

### **Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands-on" activities
- on satisfactory participation in and completion of case assignments
- on satisfactory completion of written exam

*Criteria - Performance will be satisfactory when:*

- learner uses the appropriate tools to evaluate financial performance
- learner shows how to effectively manage business assets
- learner explains the risk and insurance issues faced by the entrepreneur

### **Types of Instruction**

Classroom Presentation

### **Grading Information**

#### **Grading Rationale**

One-hour tests and final exam (4 exams @ 100 points) - 35%

Discussion questions (17 chapters @ 10 points each) - 20%

Hands-on activities (17 chapters @ 10 points each) - 20%

In-class case studies (5 cases @ 20 points each) - 15%

Post-test - 10%

Total possible - 100%

#### **Grading Scale**

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F Below 60%