

Small Business Initiative

Course Design

2007-2008

Course Information

Organization	Eastern Arizona College
Division	Business
Course Number	SBM 260
Title	Small Business Initiative
Credits	2
Developed by	Frank E. Granberg/Mike Moore
Lecture/Lab Ratio	2 Lecture/0 Lab
Transfer Status	Non-transferable
Activity Course	Yes
CIP Code	52.0703
Assessment Mode	Pre/Post Test (12 Questions/96 Points)
Semester Taught	Upon Request
GE Category	None
Separate Lab	No
Awareness Course	No
Intensive Writing Course	No

Prerequisites

None

Educational Value

The Small Business Initiative course is for owners or managers of small businesses who have been in business a minimum of one year, preferably two years, who have adequate financial reporting, who desire to make their new businesses more efficient and profitable, and who feel that creating new jobs in the community is an important goal. It is important that participants have a strong desire to invest the time and work required to produce a good, workable business plan.

Description

This 10 week 32 hour course is designed to help small business owners or operators write a business plan that includes a comprehensive financial management plan, along with operational and marketing strategies. Through lively lectures, small group discussions, videos and plenty of hands-on exercises, you will develop your marketing strategies, perform financial analysis, prepare your cash flow statement and look at many operational issues. Course instructors come from small business ownership experience.

Supplies

Notebook

Writing instruments

Hand-held calculator

Competencies and Performance Standards

- 1. Understand business record keeping-the backbone of knowing where a company stands at any point.**

Learning objectives

What you will learn as you master the competency:

- Demonstrate an understanding of the importance of record keeping.
- Display an example of record keeping methods.

Performance Standards

Competence will be demonstrated:

- o by your effective explanation of what your records tell you about your company.

Criteria-Performance will be satisfactory when:

- o you have demonstrated that you understand the importance of record keeping.
- o you display an example of your record keeping methods.

- 2. Prepare with understanding, the components of the company financial statement.**

Learning objectives

What you will learn as you master the competency:

- Prepare profit and loss statement.
- Prepare a balance statement.

Performance Standards

Competence will be demonstrated:

- o by the submission of a P & L and balance sheet.

Criteria-Performance will be satisfactory when:

- o you complete preparation of your profit and loss statement.
- o you complete preparation of your balance statement.

- 3. Construct a cash-flow statement and describe what it means to the business.**

Learning objectives

What you will learn as you master the competency:

- Construct a month to month cash-flow statement.

Performance Standards

Competence will be demonstrated:

- o when you hand in a completed cash-flow statement.

Criteria-Performance will be satisfactory when:

- o you can construct a monthly cash-flow statement for your current year's income and expense.

4. Analyze financial statements and their importance to daily profitability.

Learning objectives

What you will learn as you master the competency:

- a. Demonstrate an understanding of the national industry standards system.
- b. Explain comparison of your business with industry standards.

Performance Standards

Competence will be demonstrated:

- o when you hand in the analysis exercise.

Criteria-Performance will be satisfactory when:

- o you demonstrate that you understand national industry standards.
- o you compare your own P & L and balance sheet to industry standards and can explain any difference.

5. Prepare three years of profit and loss projections (first year by month).

Learning objectives

What you will learn as you master the competency:

- a. Understand from previous performance your company's financial performance and create three year projections.

Performance Standards

Competence will be demonstrated:

- o when you hand in the financial projection exercise.

Criteria-Performance will be satisfactory when:

- o you can understand from previous performance, what your company's financial trends are and turn them into meaningful projections.

6. Explain how business taxes are incurred, how they are paid, and to whom they are paid.

Learning objectives

What you will learn as you master the competency:

- a. Explain from which agencies you have tax liability.
- b. Demonstrate an understanding of the tax payments issues.

Performance Standards

Competence will be demonstrated:

- o by classroom participation.

Criteria-Performance will be satisfactory when:

- o you can explain from what agencies you are subject to taxation.

- o you can demonstrate you are conversant on tax payment issues.

7. Prepare market research data for your specific market.

Learning objectives

What you will learn as you master the competency:

- a. Acquaint self on market research collection methods.
- b. Collect market data research for your business.
- c. Analyze and apply research to your business.

Performance Standards

Competence will be demonstrated:

- o when you hand in the market data research exercise.

Criteria-Performance will be satisfactory when:

- o you know how to collect market research.
- o you collect market data research.
- o you analyze and apply research to your business and market.

8. Develop a marketing plan which includes precise strategies, tactics, and responsibilities.

Learning objectives

What you will learn as you master the competency:

- a. List marketing goals and objectives.
- b. List market strategies, tactics, and responsibilities.

Performance Standards

Competence will be demonstrated:

- o when you hand in your marketing plan.

Criteria-Performance will be satisfactory when:

- o you have stated marketing goals and objectives.
- o you have listed in writing your strategies, tactics, and responsibilities.

9. Ascertain those operations of the company that work effectively in your market.

Learning objectives

What you will learn as you master the competency:

- a. Demonstrate an understanding of which operational characteristics of your business makes you successful.
- b. Be aware of options to change those criteria to improve your business.
- c. List changes that will improve your business.

Performance Standards

Competence will be demonstrated:

- o in classroom discussion.

Criteria-Performance will be satisfactory when:

- o you demonstrate an understanding of the operational criteria in your business that make your business successful.
- o you are aware of options to change those criteria to improve the business operations.
- o you can list changes that will improve your business operations.

10. Categorize the management and employment issues that affect daily business.

Learning objectives

What you will learn as you master the competency:

- a. Identify key management and employment issues in your business.
- b. Prioritize management issues that have greatest impact on business.
- c. Discuss ways in which you might most effectively address those issues.

Performance Standards

Competence will be demonstrated:

- o in classroom discussion.
- o by submitting written exercise.

Criteria-Performance will be satisfactory when:

- o you can identify key management and employment issues in your company.
- o you can prioritize the issues that have greatest impact.
- o you can discuss ways in which you might most effectively address those issues.

11. Assess your company's risk profile and suggest ways that you can manage that risk.

Learning objectives

What you will learn as you master the competency:

- a. Define business risk factors.
- b. List the risks your company faces.
- c. Display management action that will minimize risk.

Performance Standards

Competence will be demonstrated:

- o when you hand in risk analysis profile.

Criteria-Performance will be satisfactory when:

- o you can define business risk factors.
- o you can list the risks that your company faces.
- o you can show management action that will minimize risk.

12. Be aware of the major legal and governmental involvement issues facing small businesses.

Learning objectives

What you will learn as you master the competency:

- a. Discuss major legal and governmental issues facing your business.

Performance Standards

Competence will be demonstrated:

- o in classroom discussion with group interface.

Criteria-Performance will be satisfactory when:

- o you are prepared to discuss major legal and governmental issues facing your business.

Types of Instruction

Lecture/Discussion/Lab

One Field Trip to the EAC Library

Grading Information

Grading Rationale

10% Post Test

90% Portfolio

Portfolio Materials will include:

1. Business Plan
2. Personal Financial Statement
3. Last Year's Balance Sheet
4. Last Year's Profit and Loss Statement
5. Last Year's Business Taxes
6. Sales Projections for Current Year by Month
7. Sales Projections for Next Two Years by Year End
8. Next Year's Marketing Plan

Grading Scale

P 70% or Above

F Below 70%