

**Course Outline**

**COURSE:** MGMT 611      **DIVISION:** 50      **ALSO LISTED AS:**

**TERM EFFECTIVE:** Fall 2011      **Inactive Course**

**SHORT TITLE:** TOPICS SMALL BUSNS

**LONG TITLE:** Topics in Starting a Small Business

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
.5	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

**COURSE DESCRIPTION:**

This entry represents a cluster of six modules: Benefits of Small Business, Starting the Small Business, Small Business Marketing, Managing Small Business Operations, Financial and Administrative Controls, Status and Future of Small Business (Management clusters of nine hours each). May be repeated to a maximum of 3 units. Units earned in this course do not count toward the associate degree and/or certain certificate requirements. This is a pass/no pass course. **ADVISORY:** Eligible for English 250 and English 260.

**PREREQUISITES:**

**COREQUISITES:**

**CREDIT STATUS:** C - Credit - Degree Non Applicable

**GRADING MODES**

P - Pass/No Pass

**REPEATABILITY:** R - Course may be repeated

Maximum of 7 times

**SCHEDULE TYPES:**

02 - Lecture and/or discussion

**STUDENT LEARNING OUTCOMES:**

1. The students will learn what a manager's tasks are.
2. The students will learn how to establish a business.

3. The students will learn how to keep financial and administrative control of business.
4. The students will learn different marketing procedures.
5. The students will learn of the problems of employee relations.
6. The students will learn of the regulations and taxes of business.

## **CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS**

Inactive Course: 04/25/2011

### **MODULE #1 - BENEFITS OF SMALL BUSINESS**

1 3 Chapter 1 Entrepreneurship

\*assigned readings (for all)

\*\*objectives listed at end of course content.

2 3 Chapter 2 The Family Business

3 3 Chapter 3 Small Business Defined

### **MODULE #2 - STARTING THE SMALL BUSINESS**

4 3 Chapters 4 & 5

5 3 Chapters 6 & 7

6 3 Chapters 8 & 9

### **MODULE #3 - SMALL BUSINESS MARKETING**

7 3 Chapter 10

8 3 Chapter 11

9 3 Chapter 12

### **MODULE #4 - MANAGING SMALL BUSINESS OPERATIONS**

10 3 Chapters 13 & 14

11 3 Chapters 14 & 15

12 3 Chapters 17 & 18

### **MODULE #5 - FINANCIAL AND ADMINISTRATIVE CONTROLS**

13 3 Chapter 19

14 3 Chapters 20 & 21

15 3 Chapter 22

### **MODULE #6 - STATUS AND FUTURE OF SMALL BUSINESS**

16 3 Chapter 23

17 3 Chapter 24

18 3 Small Business Project Reports

Text assignments and case projects.

### **COURSE OBJECTIVES:**

1. Explain the various types of business which make up the U.S. business population, and assess its importance to the U.S. currency.
2. Develop a list of managers' most important functions.
3. Explain the key steps required to start a new business.
4. Describe some of the good and bad features of franchising as it exists today.
5. Develop an appreciation for the importance of good records

in a business.

6. Gain a better understanding of the importance of profit planning to owners.
7. Relate business growth to the amount and kind of advertising used.
8. Appreciate the five major managerial functions required of a business owner.
9. Classify the various categories of federal legislation which affects business.

**METHODS OF INSTRUCTION:**

Lecture, films, outside reading assignments, and student's reports to class.

Students will be assigned a "case in point" for each chapter to solve specific problems relating to small business, with open classroom discussion on each case. Field trips and guest speakers will be used when practical.

**METHODS OF EVALUATIONS:**

Daily classroom discussion will be recorded.

Review will be made of each student's "case in point." written solution.

Objective tests will be given when desirable; and at least four written subjective tests will be given.

**REPRESENTATIVE TEXTBOOKS:**

Small Business Management, latest edition

Longenecker-Moore

Reading Level determined to be 16 grade level by J. Hansell

Other Materials Required to be Purchased by Student: None

**ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

**SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: I

Noncredit Category: Y

Cooperative Education:

Program Status: 2 Stand-alone

Special Class Status: N

CAN:

CAN Sequence:  
CSU Crosswalk Course Department:  
CSU Crosswalk Course Number:  
Prior to College Level: Y  
Non Credit Enhanced Funding: N  
Funding Agency Code: Y  
In-Service: N  
Occupational Course: D  
Maximum Hours:  
Minimum Hours:  
Course Control Number: CCC000181104  
Sports/Physical Education Course: N  
Taxonomy of Program: 050600