

Bergen Community College
Division of Business, Arts, & Social Sciences

BUS-170 Small Business Management

Semester and year:
Course and Section:
Meeting Days/Times
& Room:

Instructor:
Office Location:
Office Hours:
Phone:
E-mail Address:

Course Description:

This course introduces the student to the basic knowledge and skills necessary for managing or owning a small business. Topics include getting started, planning and managerial skills, inventory, finance, risk management, marketing, taxation, and community responsibility. Students will analyze a variety of cases.

Student Learning Objectives:

1. Understand the Entrepreneurial lifestyle and characteristics
2. Recognize the Importance of Ethics and Integrity in building a successful business
3. Understand the critical nature of the Business Plan and its key components
4. Recognize the Customer and how proper service and support are required
5. Understand the key components of financial control and financial statements
6. Recognize how to deal with and handle the growth of a small business.

Course Content, Assessment, and Special Considerations.

Using Text, Online Video Support, Practice Quizzes, Discussion Forums, and Assessments, the student will be exposed to different techniques to master the critical concepts provided in the course. Students are expected to be proficient in using the computer and internet for research, writing reports, taking tests, and other related tasks.

Course Texts and/or Other Study Materials

Required Textbooks:

Small Business Management: Launching and Growing Entrepreneurial Ventures 16E Edition Cengage Learning www.cengage.com
Longenecker, Petty, Palich, & Hoy
Textbook ISBN-10:1-111-53287-7
Textbook ISBN-13: 978-1-111-53287-1

Writing, and Critical Thinking Requirement(s)

Students will provide written reports, assessments, and discussion forums to demonstrate knowledge of the key concepts involved in the course learning objectives.

Grading & Key Policies

Late Assignments: No work will be accepted after the due date. It is the responsibility of the student to make sure that time is managed so that all tasks are accomplished in a timely manner.

Missed Exams: Students will be afforded the opportunity to take a comprehensive makeup for one exam missed. No additional make-up exams will be given.

Class Policy: The outline will include a written statement regarding specific policy and explanation for online testing (if used), class behavior, attendance, and other important matters.

Typical Grade allocations: (refer to Professor for detailed explanations)

Examinations –	75%
Term Project–	15%
Class Participation –	10
Total –	100%

Please review the following in your Student Handbook:

- Code of Student Conduct
- Statement on plagiarism and/or academic dishonesty.
- Sexual Harassment statement.
- Statement on acceptable use of BCC technology.
- Statement on the purpose and value of faculty office hours.

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Student and Faculty Support Services

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/>), the Tutoring Center (available in person in room L-125 and online at <http://www.bergen.edu/library/learning/tutor/>), the Writing Center (available in person room L-125 and online at <http://www.bergen.edu/library/learning/write/>). the Online Writing Lab at www.bergen.edu/owl, the Smart thinking Tutorial Service at www.bergen.edu/library/learning/tutor/smart/index.asp the Distance Learning Office for online courses (by phone at 201-612-5581, available in person at room C-3 or email at psimms@bergen.edu)

Course Outline and Calendar

Session	
1	Introduction and Overview
2	Integrity and Ethics
3	Forms of Ownership: Getting Started on the Journey
4	Franchising and Buyouts
5	Family Businesses
6	Business Plan
7	Marketing Plan
8	Financial Statements
9	Sources of Financing
10	Building Customer Relationships
11	Supply Chain Management
12	Pricing and Credit
13	Promotional Planning

14	Promotional Planning and Human Resources
15	Managing Operations and Assets

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: <http://www.bergen.edu/oss> .

Mar 2015