

**El Paso Community College**  
**Syllabus**  
**Part II**  
**Official Course Description**

<b>SUBJECT AREA</b>	<b>Business Management</b>
<b>COURSE RUBRIC AND NUMBER</b>	<b>BUSG 2309</b>
<b>COURSE TITLE</b>	<b>Small Business Management/Entrepreneurship</b>
<b>COURSE CREDIT HOURS</b>	<b>3                    3                    :                    0</b> Credits                    Lec                    Lab

**I. Catalog Description**

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. **(3:0)**.

**II. Course Objectives**

Upon satisfactory completion of this course, the student will be able to:

- A. Define the role of the entrepreneur and evaluate your own potential as an entrepreneur.
- B. Understand how a small business can compete.
- C. Create a strategic plan and understand the strategic alternatives a small business has.
- D. Explain the advantages of various types of business ownership; sole proprietorship, partnership, straight corporation and S corporation.
- E. Describe the various types of franchises and the advantages and disadvantages of franchise ownership.
- F. Describe how to value a business and understand the negotiation and buying process.
- G. Explain the marketing strategies and opportunities available to small business including the role of “product, price, place, and promotion.”
- H. Present the steps in developing an advertising plan including the difference between advertising, promotion, personal selling, and publicity.
- I. Identify the four major methods of preparing an advertising budget with some emphasis on stretching the advertising budget.
- J. Explain the importance of cash management to a business including the principles involved in managing accounts receivable, accounts payable, and inventory.
- K. Understand how to prepare and analyze various financial statements and forms.
- L. Explain how and why every entrepreneur should prepare a business plan.
- M. Define and understand the five C’s of credit.
- N. Explain the three types of small business capital.
- O. Explain in some detail the various activities that enter into the location decision process considering the product or service and the type of business.

- P. Explain how lay-offs should be addressed
- Q. Describe the factors that enter into the design of a business building considering the type of business, clientele, and legal considerations.
- R. Understand the components of a purchasing plan and types of discounts available.
- S. Describe the entrepreneur's role as a leader.
- T. Explain how to build a company culture that supports the entrepreneur's vision of the business.
- U. Describe the need for and the strategies involved in participating in global markets.
- V. Identify various trade agreements and discuss some of the barriers to global marketing.
- W. Define business ethics and explain how an entrepreneur can maintain ethical standards in a business situation.
- X. Identify some of the government regulations that affect small business.

### **III. THECB Learning Outcomes (WECM)**

1. Identify management skills for a small business.
2. Outline issues related to choosing a business, obtaining a return on investment.
3. Create a business plan.

### **IV. Evaluation**

Grade scale for this course:

A = 100% - 90%

B = 89% - 80%

C = 79% - 70%

D = 69% - 60%

F = 59% - 0%

### **V. Disability Statement (American with/Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024)

### **VI. 6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.