

El Paso Community College

Syllabus

Part II

Official Course Description

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| SUBJECT AREA | <u>Business Management</u> |
| COURSE RUBRIC AND NUMBER | <u>BUSG 2309</u> |
| COURSE TITLE | <u>Small Business Management/Entrepreneurship</u> |
| COURSE CREDIT HOURS | <u>3 3 : 0</u> 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 and 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 (Americans 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.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.