



**EFFECTIVE: SEPTEMBER 2004**  
**CURRICULUM GUIDELINES**

**A.** Division: **Instruction** Effective Date: **September 2004**

**B.** Department / **Commerce & Business Admin.** Revision  New Course   
 Program Area:

If Revision, Section(s) **C**  
 Revised:  
 Date of Previous Revision: **September 2002**  
 Date of Current Revision: **September 2004**

**C:** BUSN 1111 **D:** Small Business Management **E:** 3

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description:		

This course provides students in the Habitat Restoration Program with an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: Bu

**M:** Course Objectives / Learning Outcomes

At the end of this course, the successful student should be able to:

1. develop preliminary pro-forma financial statements using computerized spreadsheets;
2. determine market potential for a consulting business;
3. develop a business plan;
4. describe the legal requirements to start a small business;
5. identify sources of financing.
6. develop a marketing plan;
7. develop a promotional campaign;
8. develop a budget;
9. describe the elements of systems relating to accounting, payroll, inventory control and cash handling;
10. demonstrate an understanding of financial control techniques;
11. describe and demonstrate the methods of hiring and training of employees;
12. describe and illustrate principles of effective personnel management relative to leadership styles;

**N:** Course Content:

1. The Small Business Decision
  - personal capabilities evaluation
2. Evaluation of Business Opportunity
  - non-quantitative assessment
  - steps in quantitative assessment
  - feasibility analysis
3. Organizing a Business
  - business plan components
  - forms of business ownership/legal requirements
  - small business plan checklist
4. Financing the Small Business
  - equity and debt financing
  - government programs
5. Marketing Management
  - marketing plan
  - marketing checklist
6. Financial Management
  - fundamentals of small business accounting
  - budgets
  - financial planning and operations control
7. Personnel Management
  - best practices in personnel management

**O:**

**P:**