COURSE OUTLINE OF RECORD

Number: MGMT G162    TITLE: Managing a Small Business

ORIGINATOR: Bern Baumgartner    EFF TERM: Fall 2015

FORMERLY KNOWN AS:

DATE OF OUTLINE/REVIEW: 03-27-2015

CROSS LISTED COURSE:

TOP NO: 0506.40

CID:

SEMESTER UNITS: 3.0

HRS LEC: 54.0    HRS LAB: 0.0    HRS OTHER: 0.0

CONTACT HRS TOTAL: 54.0

STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:

This course covers the concepts, operations, and approaches for managing a small business. Content areas include planning and budgeting, accounting basics, marketing and promotion, employee and contractor management, inventory management, risk management, and business growth and improvement.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:

Business
Management

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Small Business Management Option (Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Prepare budgets and plans to manage a small business.
2. Explain the concepts and approaches for cash flow management.
3. Describe techniques to manage inventory and other assets.
4. Identify the necessary accounting documents used in small business management.
5. Identify methods to manage risk and recognize potential legal liabilities for your business.
6. Explain methods to evaluate, hire, compensate, incentivize, and train productive employees.
7. Explain the stages of the small business life cycle and understand challenges and methods of growing a business.

COURSE OBJECTIVES:
1. Prepare budgets and plans to manage a small business.
2. Identify the necessary accounting documents used in small business management.
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4. Describe techniques to manage inventory and other assets.
5. Identify methods to manage risk and recognize potential legal liabilities for your business.
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COURSE CONTENT:

LECTURE CONTENT:

A. Planning, Budgeting, and Accounting
   1. Develop strategies and plans to manage business
   2. Develop budgets for your business
   3. Understand accounting statements needed for small business management
   4. Cash flow management

B. Marketing and Promotion
   1. Develop and refine your value proposition
   2. Competitive differentiation
   3. Methods to improve promotion and build pipeline
   4. Customer service

C. Risk and Legal Management
   1. Types of risk
   2. Managing and sharing risk
   3. Types of legal liabilities
   4. Basics of contract terms
   5. Basics of intellectual property
   6. Legal protection

D. Employee and Contractor Management
   1. Evaluate hiring or contracting employees
   2. Develop and incentivize employees
   3. Compensate employees
   4. Contractors

E. Growing and Improving a Business
   1. Recognize the stages of the small business life cycle
   2. Achieve success in the small business
   3. Challenges and approaches to growing a business
   4. Close a business
METHODS OF INSTRUCTION:
A. Lecture:
B. Online:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Reading Assignments
Presentation material.
Textbook chapters.
Online resources.

Out-of-class Assignments
Weekly assignments requiring research and written responses.
Weekly online quizzes.
Budget development.

Writing Assignments
Weekly written responses to assignments.
Budget development.
Cash flow analysis.

METHODS OF STUDENT EVALUATION:
Final Exam
Short Quizzes
Written Assignments
Projects (ind/group)
Problem Solving Exercises

Demonstration of Critical Thinking:
Students will be required to develop plans and budgets to manage a small business and analyze cash flow situations.

Required Writing, Problem Solving, Skills Demonstration:
Weekly writing assignments will enable students to demonstrate knowledge on concepts of managing a small business.

TEXTS, READINGS, AND RESOURCES:
TextBooks:

LIBRARY:
Adequate library resources include: Print Materials
Comments:

Attachments:
 Attached Files