**BARTON COMMUNITY COLLEGE**

##### COURSE SYLLABUS

## GENERAL COURSE INFORMATION

Course Number: BUSI 1604

Course Title: Small Business Management

Credit Hours: 3

Prerequisites: None

Division/Discipline: WTCE/Business

Course Description: This course stresses the opportunities in business ownership and principles governing the starting of a small enterprise; importance, status problems, and management of a small business.

## INSTRUCTOR INFORMATION

## CLASSROOM POLICY

## Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

## Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

## The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

## Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

## COURSE AS VIEWED IN THE TOTAL CURRICULUM

This coursework will present information to assist persons seeking to start their own small business or enhance their existing small business. Information will be presented and skills will be learned to create a business handbook and business plan. Other topics included will be tax and insurance information, state regulations, marketing plans, financial plans, developing policies, communication skills, networking skills, and addressing the needs of the potential customer base.

The transferability of all college courses will vary among institutions and perhaps even among departments, colleges, or programs within an institution. Institutional requirements may also change without prior notification. Students are responsible to obtain relevant information from intended transfer institutions to insure that the courses that student enrolls in are the most appropriate set of courses for the transfer program.

## ASSESSMENT OF STUDENT LEARNING/COURSE OUTCOMES

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies

1. Understand and define of entrepreneurship.
   1. Create a business concept statement for operating a small business.
   2. Recognize opportunities in their chosen business field and develop networking skills to enhance the business.
2. Compile a business plan for securing business capitol.
   1. Learn necessary financial skills to develop a financial plan and create a business plan.
3. Understand how a marketing-driven small business must be developed.
   1. Develop a marketing plan that is personalized to meet the objectives outlined in the business concept statement.
4. Understanding how finances should be developed in a small business.
   1. Create a business handbook to be used in operating the small business.
   2. Develop management and organization skills to successfully operate a small business.

## INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS

## TEXTBOOKS AND OTHER REQUIRED MATERIALS

### REFERENCES

### METHODS OF INSTRUCTION AND EVALUATION

## ATTENDANCE REQUIREMENTS

## COURSE OUTLINE