

MAYLAND COMMUNITY COLLEGE
Welcomes You To:

BUS 230-95
SMALL BUSINESS MANAGEMENT
3 CREDIT AND CONTACT HOURS
SPRING 2007

Course Description

This course introduces the challenges of entrepreneurship including the startup and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision-making.

Prerequisites: N/A

Corequisites: N/A

Instructor Information

Instructor: Brenda McFee
Office Location: P209
Telephone Number: 828-765-7351 ext 335
E-mail Address: bmcfee@mayland.edu
Office Hours: Posted

Course Information

Required Text(s): Small Business Management, Longenecker
13th edition

LRC Resources: N/A

Required supplies: N/A

Course Objectives/Competencies:

Upon completion,

1. Students should be able to understand the basics of entrepreneurship

Attendance Policy/Tardiness/Make-Up Work:

The student is required to attend an on campus orientation.

Grading Criteria/Tests/Projects:

Please refer to the assignment sheet for a listing of assignments. Assignments will be graded for content, grammar, and structure. Five points will be deducted for misspelled words, and gross grammar mistakes. All assignments may be e-mailed, mailed or delivered directly to me by 5:00 pm on the due date. Inclement weather **will not impact** due dates. Even if campus classes are cancelled on an assignment due date, the assignment is still due. No late assignments will be accepted; however the lowest homework grade will be dropped.

Grades will be computed using the following criteria:

Assignments	30%
Exams	70%

Grades are computed on a ten point scale.

Withdrawal Dates:

End of Unconditional Withdrawal: February 13, 2007

End of Conditional Withdrawal: March 27, 2007

If a student has not been in contact with the instructor for a consecutive two-week period, an administrative withdrawal will be submitted by the instructor.

Any student requesting special accommodations for this course due to a disability should apply for services through the SOAR Office or the Counseling Center, which will document the disability. A counselor will then help determine which accommodations, if any, the student needs for success in this course.

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**SMALL BUSINESS MANAGEMENT
UNIT 1 ASSIGNMENTS**

CHAPTER 1 DUE DATE 1-25-07 5:00 P.M.

Page 21 Discussion Questions

#2

#3

#8

Page 22 Exploring the Web

#1b Complete the Chapter 1 Quiz, and submit the results to your instructor

#1c Under “Self Assessments” Complete the quiz “Can you succeed in a Small Business”-submit a brief write up of the results to your instructor

CHAPTER 2 DUE DATE 2-8-07 5:00 P.M.

Page 45 Discussion Questions

#5

#8

Page 46 Exploring the Web

#1

Complete the Chapter 2 Quiz and submit the results to your instructor.

CHAPTER 3 DUE DATE 2-15-07 5:00 P.M.

Page 68 Discussion Questions

#2

#3

#7

#8

Page 70 Exploring the Web

#2

#4b Read the article on SWOT analysis; however there is no assignment.

Complete Chapter 3 Quiz and submit the results to your instructor.

TEST 1 ADMINISTERED IN THE LRC ON 2-22 & 2-23-07

**SMALL BUSINESS MANAGEMENT
UNIT 2 ASSIGNMENTS**

REMEMBER TO SUBMIT THE ONLINE QUIZ FOR EACH CHAPTER

CHAPTER 4 DUE DATE 3-8-07 5:00 P.M.

Page 90-91 Discussion Questions

#1

#2

#8

Page 91 "You Make the Call" Case Study Situation 2

Page 92 "Exploring the Web" number 2

CHAPTER 5 DUE DATE 3-15-07

Page 113 Discussion Questions

#1

#3

#4

Page 113 "You Make the Call Case Study Situation 1

Page 114 "Exploring the Web" number 3

CHAPTER 6 DUE DATE 3-22-06

Page 134 Discussion Questions

#1

#2

#3

#5

Page 135 "You Make the Call" Case Study" Situation 2

TEST 2 ADMINISTERED IN THE LRC ON 3-29-06 AND 3-30-07

**SMALL BUSINESS MANAGEMENT
UNIT 3 PROJECT
CHAPTERS 6-9
DUE: MAY 4, 2007 5:00 P.M.**

Select a business you would like to start or acquire. Based on your selection,
Complete the "Company Description Questions" on page 139
Complete the "Laying the Foundation" questions on page 161
Complete the "Laying the Foundation" questions on page 185
Complete the "Laying the Foundation" questions on page 203

You may also use an existing company for this project. I know several of you have connections to current small businesses and if you would prefer to use that business as a basis for this project, you may.

I would suggest you type each of these questions, and then provide your answer below the question.

Do not panic!!! All of these questions may not apply to you. For example the question "Will you export to other countries?" might require a simple "No" for an answer. If you "get stuck" on a question, let me know.

This project will count as two test grades.

**SMALL BUSINESS MANAGEMENT
UNIT 4 ASSIGNMENTS
CHAPTERS 13 AND 14**

CHAPTER 13 DUE 5-4-07 at 5:00 P.M.

Page 304

Discussion Questions:

#5

#6

#8

#9

Page 305 "Exploring the Web"

#1

#2

Chapter 14

Page 327

Discussion Questions:

#3

#4

#7

Page 328 "You make the Call" Situations 1 and 3

THE FINAL EXAM ADMINISTERED IN THE LRC ON 5-7 & 5-8-07