

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

Transfer course     A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** BMGT 105 Small Business Management

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:**

Appropriate language and computational skills.

**ENTRANCE REQUIREMENTS:** None.

**PREREQUISITE:**

**COREQUISITE:**

**RECOMMENDED PREPARATION:**

**SCOPE OF COURSE:** For owners and managers of small businesses. Analysis of personal qualifications, forms of ownership, sources of information, financing, planning, legal problems, record keeping, advertising, insurance, sales promotions, credit, public relations, and current aids to successful management.

**SPECIFIC COURSE OBJECTIVES:**

Successful students will be able to

1. apply their knowledge of financing, planning, and record keeping to small businesses;
2. critique problems facing small businesses;
3. deduce strategies to avoid many of the problems which typically face small businesses;
4. compose a basic evaluative report relating to a small business proposal of the student's choice or develop a business plan for a real or fictitious small business.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

1. Economic principles of small business in the United States
2. Why and how businesses succeed or fail

3. How to present a business plan to a bank
4. Methods of getting started in a business
5. Sources of capital
6. Selection of site location
7. What ownership form to choose
8. Basic management theory
9. Fundamentals of advertising and marketing
10. Required financial records
11. Basic insurance coverage for a business
12. Fundamentals of the judicial system, contracts, and agency
13. Forms of business organization to employ when starting a business

### **REQUIRED READING:**

Longnecker, et al., eds. Small Business Management. 11th edition. Cincinnati: Southwestern Publishing, 2000.

Longnecker, et al., eds. Business Plan. 11th edition. Cincinnati: Southwestern Publishing, 2000.

### **SUGGESTED READING:**

The business section of locally published daily newspapers.

Wall Street Journal.

Business Week.

Entrepreneur Magazine.

Inc. Magazine.

**REQUIRED WRITING:** In addition to completing selected textbook and workbook problems, students will prepare and write a business plan of sufficient quality that they could take to a lending officer to apply for a loan.

### **OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**

In addition to completing assigned textbook readings and problems and preparing the business plan, students are expected to bring to class pertinent articles relevant to the course and of interest to all class members; to share interesting work experiences with the class; and, to videotape presentations of businesses in operation followed by discussions with operators/owners.

### **INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This is a lecture/participation class involving instructor, student discussion, and video tape presentation of relevant "real world" situations.

**This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply.**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

1. Tests based on chapter readings consisting of objective and subjective type questions.
2. A Business Plan or small business analysis which will be averaged in with test scores to arrive at final grade for the class.

Generally speaking, unit tests comprise 50% of the final grade, the business plan or analysis 25%, and the final 25% assigned to other written assignments, homework, attendance and participation. The written assignments are based on current periodical readings and/or case studies presented in the text book.

100% - 90%	=	A
89% - 79%	=	B
78% - 69%	=	C
68% - 59%	=	D
58% - below	=	F

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON:** Bonnie Ann Dowd, Ext. #2495.

**SIGNATURES:**

SIGNATURES ON FILE