

### Course Outline

**COURSE:** MGMT 111      **DIVISION:** 50      **ALSO LISTED AS:**

**TERM EFFECTIVE:** Fall 2011      **Inactive Course**

**SHORT TITLE:** START SMALL BUSNS

**LONG TITLE:** Starting a Small Business

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

#### **COURSE DESCRIPTION:**

The course provides an introduction to the fundamentals of starting (or purchasing) and managing a small business. The student will prepare a comprehensive business plan, in a business of their choice, during the course. Financing, merchandising, and franchising will be covered; with emphasis on decision-making through maintenance and interpretation of accounting data. **ADVISORY:** Eligible for English 250 and English 260.

**PREREQUISITES:**

**COREQUISITES:**

**CREDIT STATUS:** D - Credit - Degree Applicable

**GRADING MODES**

L - Standard Letter Grade

**REPEATABILITY:** N - Course may not be repeated

**SCHEDULE TYPES:**

02 - Lecture and/or discussion

#### **STUDENT LEARNING OUTCOMES:**

1. The students will learn what a manager's tasks are.
2. The students will learn how to establish a business.
3. The students will learn how to keep financial and administrative control of a business.

4. The students will learn different marketing procedures.
5. The students will learn of the problems of employee relations.
6. The students will learn of the regulations and taxes of business.

## **CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS**

Inactive Course: 04/25/2011

- |    |   |                       |
|----|---|-----------------------|
| 1  | 3 | Introduction and Ch 1 |
| 2  | 3 | Ch 2 & 3              |
| 3  | 3 | Ch 4 & 5              |
| 4  | 3 | Ch 6 & 7              |
| 5  | 3 | Ch 8 & 9              |
| 6  | 3 | Ch 10 and Test I      |
| 7  | 3 | Review and Ch 11 & 12 |
| 8  | 3 | Ch 13 & 14            |
| 9  | 3 | Ch 15 & 16            |
| 10 | 3 | Ch 17 & 18            |
| 11 | 3 | Ch 19 & 20            |
| 12 | 3 | Ch 21 and Test II     |
| 13 | 3 | Review and Ch 22 & 23 |
| 14 | 3 | Ch 24 & 25            |
| 15 | 3 | Ch 26 & 27            |
| 16 | 3 | Ch 28 & 29            |
| 17 | 3 | Ch 30 and Cases       |
| 18 | 3 | Review and FINAL EXAM |

Text assignments, case preparation

### **COURSE OBJECTIVES:**

1. Explain the various types of business which make up the US business population, and assess its importance to the US currency.
2. Develop a list of managers' most important functions.
3. Explain the key steps required to start a new business.
4. Describe some of the good and bad features of franchising as it exists today.
5. Develop an appreciation for the importance of good records in a business.
6. Gain a better understanding of the importance of profit planning to owners.
7. Relate business growth to the amount and kind of advertising used.
8. Appreciate the five major managerial functions required of a business owner.
9. Classify the various categories of federal legislation which affects business.

### **METHODS OF INSTRUCTION:**

Lecture, films, outside reading assignments, and student's

reports to class.

Students will be assigned a "case in point" for each chapter to solve specific problems relating to small business, with open classroom discussion on each case.

Field trips and guest speakers will be used when practical.

**METHODS OF EVALUATION:**

Daily classroom discussion will be recorded.

Review will be made of each student's "case in point" written solution.

Objective tests will be given when desirable; and at least four written subjective tests will be given.

**REPRESENTATIVE TEXTBOOKS:**

^uSmall Business Management Fundamentals^s  
by Don Steinhoff; McGraw-Hill, Latest edition  
or comparable college-level text.

**ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 199670

UC TRANSFER:

Not Transferable

**SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: I

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: MGMT

CSU Crosswalk Course Number: 111

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000368869

Sports/Physical Education Course: N

Taxonomy of Program: 050600