

Course Abstract

Course ID and Name: SBM 120, Small Business Management

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: None

Co-requisites: None

Course Description:

A course designed to introduce the student to the principles of small business management and the functions of planning, organizing, directing, controlling, financing and staffing a small business enterprise.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Identify business theories and concepts as they impact small business.
2. Develop awareness of the challenges of entrepreneurs.
3. Demonstrate social responsibility and ethics in business practices as evidenced by student work and participation.
4. Discuss recent issues and trends in small business entrepreneurship through the utilization of outside business resources.

Course Content Areas:

- The Importance and Role of Small Business in Society
 - Economic and social impact of small business
 - Process and factors related to entrepreneurship
 - Workforce diversity
 - Secrets of small business success
 - Risk factors of small business ownership.
 - Entrepreneurship
- Business Planning
 - Social responsibility
 - Ethics and business strategy
 - Strategic planning and main components
 - Business planning and main components
- Forms of Business Ownership
 - The right form of ownership: franchising, taking over an existing business, starting a new business
- Financial and Legal Management
 - Accounting records, financial statements, and ratios
 - Managing cash-flow and finding capital
 - The legal environment and intellectual property
- Marketing
 - Marketing strategies and the “4 Ps”: price, product, promotion, and place (distribution)
 - Supplier selection, purchasing, and inventory principles for small business
 - Site selection questions and location, layout and space design
 - Lease, buy or build
 - Economics of pricing and price setting techniques
- Managing a Small Business
 - Preparing to go international and international challenges, importing and exporting
 - Leadership, time, and stress management
 - Employee recruitment, compensation, and training
 - Elements of an operating system and quality control