Course Syllabus

First, Last Name: Leon Roberts  
Campus Phone: 954-783-7339  

Course Section:  
Other Telephone:  

Office Hours:  
Email Address: lroberts@cci.edu  

Credit Hours: 4 Credit Hours  
Lecture Hours: 40 Clock Hours  

Lab/Clinic Hours: None

Prerequisites/Corequisites: None  

Website: www.leon-roberts.com

Course Description

This course examines the various aspects of starting, acquiring, and operating a small business enterprise. It is a comprehensive discussion of problems encountered by small businesses. A study of management principles and procedures provides methods of resolving these problems.

Course Outcomes

1. Employ the concepts of entrepreneurship and identify small business opportunities and challenges.  
2. Distinguish between the alternative options for small business ownership.  
3. Outline the framework for small business ownership.  
4. Apply principles of financial management to small businesses.  
5. Apply marketing principles to the small business environment.  
6. Apply principles of customer relationship management and customer behavior to small businesses.  
7. Analyze the management of day-to-day operations for a small business.

Textbook (Required)


Online Resources

Everest Learning Resources: http://learningresources.everest.edu/  

- Find general resources, including online almanacs, article databases, encyclopedias, dictionaries, and tutorials.
• Find resources by program for your specific program of study, including allied health, business, information technology, justice, nursing and trades.

Library and Information Resources Network: http://www.lirn.net/services.shtml
The LIRN center requires a password. To obtain a password contact your instructor.

APA Style
Papers that you write in your program of study must follow the guidelines set by the American Psychological Association (APA). http://apastyle.apa.org

Purdue Online Writing Lab
Visit the Online Writing Lab (called OWL) whenever you have an APA question. OWL can be accessed at: http://owl.english.purdue.edu/owl/resource/560/01/

Student Commitment
For every one hour spent in class, students are assigned approximately two hours of out-of-class activities for an average weekly commitment of 10-12 total hours (e.g., four hours in-class plus eight hours out-of-class equals a 12 hour weekly commitment).

Course Policies
1. Attendance
Grades and understanding of course content are dependent upon consistent study and attendance. Students are expected to designate a minimum of two hours of out-of-class study and assignments for every one hour of in-class instruction for this course.

Each week of coursework includes time spent in class and completion of all out-of-class assignments. See the school catalog and instructor for further attendance policies.

Makeup Policy: Makeup policy is at the discretion of the instructor.

2. Academic Dishonesty/Plagiarism
In the learning environment, professional attitude begins in the classroom. For that reason, students and faculty will not tolerate or commit any form of academic dishonesty.

Any form of deception in the completion of assigned work is considered a form of academic dishonesty. This includes, but is not limited to:
• Copying work from any source.
• Assisting, or allowing another to assist you, in academic dishonesty.
• Any attempt to share answers during a test or in submitting an assignment.
• Any attempt to claim work, data, or creative efforts of another as your own.
• Resubmitting graded assignments for use in multiple classes (recycling your work).
• Knowingly providing false information about your academic performance to the college.
• Copying and pasting others’ work into assignments without using quotation marks and citing the source in APA format.

Plagiarism
• Papers that you write in your program of study must follow the guidelines set by the American Psychological Association (APA). Using another’s intellectual creation without permission or without giving appropriate credit is the academic equivalent of theft.

**Consequences of Academic Dishonesty/Plagiarism**

All violations of academic policy are documented and made a part of the student’s academic record. When academic dishonesty is confirmed, the student will immediately be notified of the incident, which may result in one or more of the actions listed below:

- Reduction in assignment grade on which the violation occurred
- No credit on the assignment, paper, test, or exam on which the violation occurred
- A failing grade for the course
- Suspension or dismissal from the college

Please see the current course catalog for full details.

3. **Referencing Nonacademic Resources**

   In many of your classes, you will conduct research. Please note: the use of research documents must remain at an academic or scholarly level. Web sites such as Wikipedia and Ask.com are not credible sources because they are not necessarily written by academic experts; they may be written by nonacademic individuals, and are potentially inaccurate or biased.

4. **Add/Drop**

   Please refer to the current school catalog policies for schedule changes, add/drop processes, and deadlines.

5. **Course-specific policies are provided by the instructor**

### Course Evaluation and Grading

<table>
<thead>
<tr>
<th>Grade Categories</th>
<th>Weight</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td>Individual Work</td>
<td>33%</td>
<td>330</td>
</tr>
<tr>
<td>Class Discussions</td>
<td>23%</td>
<td>230</td>
</tr>
<tr>
<td>Quizzes/Exams</td>
<td>24%</td>
<td>240</td>
</tr>
<tr>
<td>Teamwork</td>
<td>10%</td>
<td>100</td>
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<tr>
<td><strong>Total:</strong></td>
<td>100%</td>
<td>1000</td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Point Scale</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>Superior</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
<td>Above average; good</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
<td>Average; standard</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>Below standard</td>
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<tr>
<td>F</td>
<td>59 or lower</td>
<td>Failure</td>
</tr>
</tbody>
</table>

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### Week One

#### Part 1 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
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</tr>
</thead>
</table>
| Employ the concepts of entrepreneurship and identify small business opportunities and challenges | Explain the advantages and disadvantages of owning a small business | Owning your own business can bring you many advantages and disadvantages, as well as personal satisfactions and potential disappointments. This week, you’ll gain a general understanding of these possibilities. | **Class Discussion (20 points)**  
In your reading this week, you examined some of the motivations and rewards associated with owning your own business. Now, discuss these ideas with your classmates.

1. **Reading:** To learn more about the concepts presented in the Week 1 lecture, read *Small Business Management*:
   - Chapter 1, “The Entrepreneurial Life,” pages 2-34.
2. **Lesson Presentation:** Complete the following:
   - Discuss the presentation titled “Chapter 1: The Entrepreneurial Life.”

#### Part 2 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
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<th>Graded Activities</th>
</tr>
</thead>
</table>
| Employ the concepts of entrepreneurship and identify small business opportunities and challenges | Develop a sense of the importance of integrity and ethics in small business ownership | Now that you have a better sense of entrepreneurship and small business ownership, consider the importance of a sense of business ethics and personal integrity. Acting ethically in business can be a challenge at times, but integrity is crucial to the success of a small business. | **Individual Work (40 points)**  
For your individual written work this week, consider what you have learned about integrity and ethics in the small business setting.

Think about an unethical business practice that you (or someone you know) have encountered at a small business. Discuss the following:

1. Describe the situation – what happened, and why you think the practice was unethical.

1. **Reading:** In *Small Business Management*, read:
<p>| | | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>2. <strong>Lesson Presentation:</strong> Complete the following:</td>
<td>2. Describe your reaction – what did you do as a result of the unethical practice (such as quit shopping at that business, told others, filed a formal complaint, etc.)?</td>
<td>3. Explain what you think the small business owner should have done differently.</td>
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<td>Length Requirement: Your response to each question should be a minimum of one paragraph. List any sources in APA format.</td>
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<td>Save your document with a file name that includes your name_course code-section number_title.</td>
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<td>Submit your individual work at the beginning of Week 2.</td>
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<td></td>
<td>2. Discuss the presentation titled “Chapter 2: Integrity and Ethics: Foundations for Success in Small Business.”</td>
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<td>3. <strong>Preparation for Week 2:</strong> In <em>Small Business Management</em>:</td>
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<td>Learning Activities</td>
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</tbody>
</table>
| Distinguish between the alternative options for small business ownership | Explain the advantages and disadvantages of starting a business from scratch, franchises, and existing businesses | There are many different ways to become a small business owner other than starting a business from the ground up including buying a franchise or an existing business. Each of these methods has advantages and disadvantages to consider. | **Class Discussion (20 points)**  
Consider what you have learned about the advantages and disadvantages of buyouts and startups. Respond to the following questions in the class discussion this week:  
- What are the advantages of starting a business from scratch, and what are some of the challenges?  
- What are the pros and cons of buying an existing business?  

Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible. |

1. **Reading:** In *Small Business Management*, read:  
   - Chapter 4, “Franchises and Buyouts,” pages 104-133.  

2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation “Chapter 3: Starting a Small Business.”  
   - Discuss the presentation “Chapter 4: Franchises and Buyouts.”  

3. **Web sites:** Visit the following Web sites:  
   - The International Franchise Association  

4. **Preparation for Week 3:** In *Small Business Management*:  

**Individual Work (40 points)**  
Think about what you have read this week and what you learned by visiting the International Franchise Association Web site. With this in mind, complete the following assignment:  
- Research a franchise of your choice. Provide some basic information about the franchise, such as a description of the franchise, required investment, training provided, or any other pertinent facts that you can find.  
- If you had the required capital, would you buy into this franchise? Why or why not?  

Length Requirement: Your response should be a minimum of two paragraphs. List any sources in APA format. Save your document with a file name that includes your name_course.
- For example: JaneSmith_SBM2000-12_Work #2.doc

Submit your individual work at the beginning of Week 3.
### Week Three

#### Part 1 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
<th>Learning Activities</th>
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</thead>
<tbody>
<tr>
<td>Distinguish between the alternative options for small business ownership</td>
<td>Explain the advantages and disadvantages of family businesses</td>
<td>Family businesses are a unique situation in the business world and have their own complex dynamic, particularly with regard to management issues.</td>
<td><strong>Class Discussion (20 points)</strong> Success strategies, management, and roles and responsibilities are all a bit different when running a family business. Reflect on what you have learned in your reading this week, and discuss these issues with your classmates. Respond to the following questions in the class discussion this week:</td>
</tr>
<tr>
<td></td>
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<td>1. <strong>Reading:</strong> In <em>Small Business Management</em>, read:</td>
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<td>• Chapter 5, “The Family Business,” pages 134-161.</td>
<td>• What are the pros and cons of having family members involved in your businesses?</td>
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<td>2. <strong>Lesson Presentation:</strong> Complete the following:</td>
<td>• Provide a brief description of a successful family business in your area. Explain why you think this business is successful. (If you are not familiar with a family business in your area, conduct Internet research and analyze a family business that you find through your research.)</td>
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<td>• Discuss the presentation titled “Chapter 5: The Family Business.”</td>
<td>Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible.</td>
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#### Part 2 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Distinguish between the alternative options for small business ownership</td>
<td>Explain the advantages and disadvantages of owning a small business</td>
<td></td>
<td><strong>Quiz (60 points)</strong> This quiz covers the following material:</td>
</tr>
<tr>
<td>Employ the</td>
<td>Develop a sense of the</td>
<td>1. <strong>Review:</strong> In preparation for the quiz, review:</td>
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<td></td>
<td></td>
<td>• Chapter 1, “The Entrepreneurial Life,” pages 2-34.</td>
<td>• Chapter 1, “The Entrepreneurial Life,” pages 2-34.</td>
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### Preparation for Week 4: In *Small Business Management*

2. **Preparation for Week 4: In *Small Business Management***:
   - Chapter 4, “Franchises and Buyouts,” pages 104-133.

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| concepts of entrepreneurship and identify small business opportunities and challenges | importance of integrity and ethics in small business ownership | Business, pages 68-103.  
| Chapter 4, “Franchises and Buyouts,” pages 104-133.  
| 2. **Preparation for Week 4: In *Small Business Management***:  
| • Read Chapter 8, “The Organizational Plan: Teams, Legal Structures, Alliances, and Directors,” pages 229-259.  
| • Chapter 4, “Franchises and Buyouts,” pages 104-133.  
| 2. **Preparation for Week 4: In *Small Business Management***:  
| • Read Chapter 8, “The Organizational Plan: Teams, Legal Structures, Alliances, and Directors,” pages 229-259.  
| • Chapter 4, “Franchises and Buyouts,” pages 104-133.  
| | Explain the advantages and disadvantages of starting a business from scratch, franchises, and existing businesses  
| | Explain the advantages and disadvantages of family businesses | |
## Week Four
### Part 1 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
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</tr>
</thead>
</table>
| Distinguish between the alternative options for small business ownership       | Evaluate the three forms of small business ownership: sole proprietorships, partnerships, and corporations | There are different strategies to consider for staffing and managing each different form of small business. In the first part of this week, you will evaluate some of these strategies.                                                                 | Class Discussion (20 points)  
Consider what you have learned about the three forms of small business ownership. Discuss these different points with your classmates.  
Respond to the following questions in the class discussion this week:  
- Describe the advantages and disadvantages for each of the three major legal forms of organization: sole proprietorships, partnerships, and corporations.  
- If you were starting a small business, which of these forms would you choose, and why?  
Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible. |

### Part 2 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
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</thead>
</table>
| Outline the framework for small business ownership                            | Analyze the process of developing a business plan, including the plan’s specific components | In the second part of this week, you will examine the elements common to most business plans, and learn how they relate to one another in the process of development.                                                                 | Teamwork (50 points)  
This week you learned about the basic components of a business plan. Work with your teammates to outline this process.  
Participate in the teamwork activity by completing the following:  
- List and describe in detail the major sections that should be included in a business plan. Provide examples of the information that might be found in each of the sections. |

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• Discuss the presentation “Chapter 6: The Business Plan: Visualizing the Dream.”

3. **Web sites**: Visit the following Web sites:

4. **Preparation for Week 5**: In *Small Business Management*:

• Identify at least three online resources that can be used for preparing business plans and provide a brief description of the information that is available on each Web site.

Teamwork is designed to promote student interaction and collaboration with one another. Below are the student expectations for teamwork.

1. **Team Leader**: One team member volunteers to be responsible for preparing the teamwork assignment and submitting it at the next class period.

2. **All Teammates**: The minimum expectation is that all teammates participate in the activity and contribute their assigned portion of the work.

3. **All students** earn individual grades for the required teamwork component in each course.

Submit your teamwork at the beginning of Week 5.
## Week Five

### Part 1 of 2

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<thead>
<tr>
<th>Course Outcome</th>
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</thead>
</table>
| Apply principles of financial management to small businesses | Describe key financial statements, including balance sheets and cash flow statements | Financial statements for a business can give you information about its performance and financial resources. They can be used to help obtain credit or loans to support or improve the business. | **Class Discussion (20 points)** Now that you have finished this week’s reading on financial statements, discuss what you have learned with your classmates. Respond to the following questions in the class discussion this week:  
- What types of assets might a small business have?  
- What types of debts (liabilities) might a small business have?  
- What does a current ratio measure and how do you calculate it?  
Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible. |

1. **Reading:** In *Small Business Management*, read:  

2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation titled “Chapter 10: Understanding a Firm’s Financial Statements.”

### Part 2 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
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</thead>
</table>
| Apply principles of financial management to small businesses | Prepare an income statement for a small business | You have learned about the various financial statements that businesses use to evaluate levels of performance. | **Teamwork (50 points)** After reviewing this week’s reading, and visiting the Web sites that offer additional information about financial statements and balance sheets, you will work with your teammates to explain and prepare an income statement.  
Participate in the teamwork activity by completing the following:  
- Explain the following parts of an income statement:  
  a. Gross profits  
  b. Operating expenses  
  c. Operating profits |

1. **Review:** In *Small Business Management*, review:  

2. **Web sites:** Visit the following Web sites:  
   - SBA Business Plan Template: [http://web.sba.gov/busplanteemplate/FinMan.cfm](http://web.sba.gov/busplanteemplate/FinMan.cfm)  
   - Urgent Business Forms:
<table>
<thead>
<tr>
<th>d. Net profits</th>
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<tbody>
<tr>
<td>Prepare an income statement for a profitable small business. Include at least 10 operating expenses. Use an income tax rate of 25%.</td>
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<tr>
<td>Follow the guidelines for teamwork given in Week 4.</td>
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<td>Submit your teamwork at the beginning of Week 6.</td>
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</table>

3. **Preparation for Week 6:** In *Small Business Management*:
## Week Six

### Part 1 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
<th>Learning Activities</th>
<th>Graded Activities</th>
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</thead>
<tbody>
<tr>
<td>Distinguish between the alternative options for small business ownership</td>
<td>Develop a list of sources of financing for a small business</td>
<td>In Week Five, you learned that a firm’s financial statements can provide a way for lenders and investors to gauge the performance of the business. This week, you will learn about sources of financing, and work to develop a list of sources of financing for a small business.</td>
<td><strong>Individual Work (50 points)</strong> In this week’s reading, you learned about sources of financing for small businesses. Now, you will develop a short list of financing options for a new business.</td>
</tr>
<tr>
<td>Outline the framework for small business ownership</td>
<td></td>
<td>1. <strong>Reading:</strong> In <em>Small Business Management</em>, read: • Chapter 12, “A Firm’s Sources of Financing,” pages 309-337.</td>
<td>• Imagine that you are starting a new small business and need financing.</td>
</tr>
<tr>
<td>Apply principles of financial management to small businesses</td>
<td></td>
<td>2. <strong>Lesson Presentation:</strong> Complete the following: • Discuss the presentation titled “Chapter 12: A Firm’s Sources of Financing.”</td>
<td>• Describe at least five sources of financing for your business. As one of your five sources, include one government-sponsored program that provides financing to small businesses.</td>
</tr>
</tbody>
</table>

**Length Requirement:** You should identify and briefly describe each of the five sources, and then add the contact information for your selected venture capital firm.

List any sources in APA format.

Save your document with a file name that includes your name_course code-section number_title.

• For example: JaneSmith_SBM2000-12_Work #6.doc)

Submit your individual work at the beginning of Week 7.
<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
<th>Learning Activities</th>
<th>Graded Activities</th>
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</thead>
</table>
| Distinguish between the alternative options for small business ownership | Evaluate the three forms of small business ownership: sole proprietorships, partnerships, and corporations | 1. **Review:** In preparation for the quiz, review:  
- Chapter 12, “A Firm’s Sources of Financing,” pages 356-384. | **Quiz (60 points)**  
This quiz covers the following material from *Small Business Management*:  
| Employ the concepts of entrepreneurship and identify small business opportunities and challenges | Analyze the process of developing a business plan, including the plan’s specific components | 2. **Preparation for Week 7:** In *Small Business Management*:  

1. **Review:** In preparation for the quiz, review:  

2. **Preparation for Week 7:** In *Small Business Management*:  
## Week Seven

### Part 1 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Instructional Objectives</th>
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<th>Graded Activities</th>
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</table>
| Apply marketing principles to the small business environment | Explain the importance of marketing, including marketing research, marketing segmentation, and sales forecasting, for small businesses | Just as a person’s individual philosophy determines his or her approach to various aspects of life, an entrepreneur’s personal philosophy determines his or her approach to marketing the business. You will learn about the different marketing philosophies this week and about the overall importance of all the components of marketing to a small business. | **Class Discussion** (20 points)  
In your reading, you learned about potential target markets. Recall that market segmentation is a way of fine-tuning your target market. Consider the characteristics of market segments and the strategies that can be used with each. With this in mind, respond to the following questions in the class discussion this week:  
- What is an unsegmented strategy?  
- What is a multisegment strategy?  
- What is a single-segment strategy?  
- Identify and briefly describe a small business near you. Which segmentation strategy is this business using? Explain.  

Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible. |

1. **Reading:** In *Small Business Management*, read:  
2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation titled “Chapter 7: The Marketing Plan.”

### Part 2 of 2

<table>
<thead>
<tr>
<th>Course Outcome</th>
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</thead>
</table>
| Apply marketing principles to the small business environment | Use the Four Ps of marketing in relation to small businesses: Place | The “Four Ps” of marketing, otherwise known as the marketing mix, can be considered a set of tools that an entrepreneur can use to promote a business or product. In the second part of this week, you will examine the first “P”: Place. | **Individual Work** (50 points)  
You have probably heard one character in a movie tell another that the three most important factors for determining the quality of a property are “location, location, location.” It’s true for businesses as well, particularly “brick-and-mortar” retail businesses.  
- Briefly describe the five key factors in selecting a good location for a “brick-and-mortar” retail store.  
- Which of these factors do you |

1. **Reading:** In *Small Business Management*, read:  
2. **Lesson Presentation:** Complete the following:
   - Discuss the presentation titled “Chapter 9: The Location Plan.”

3. **Preparation for Week 8:** In *Small Business Management*:
   - Read Chapter 16, “Pricing and Credit Decisions,” pages 472-495.

   believe is most important? Why?

   Length Requirement: You should write a brief description of each of the five factors, and then add at least one paragraph to explain your choice of the most important factor.

   List any sources in APA format.

   Save your document with a file name that includes your name(course code-section number_title).

   For example: JaneSmith_SBM2000-12_Work #7.doc

   Submit your individual work at the beginning of Week 8.
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<th>Course Outcome</th>
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</thead>
<tbody>
<tr>
<td>Apply marketing principles to the small business environment</td>
<td>Use the Four Ps of marketing in relation to small businesses: Product and Pricing</td>
<td>Last week’s activities introduced you to the first “P” in the “Four Ps of Marketing” – Place. In this week, you will continue to explore and use the next two “Ps”: Product and Pricing.</td>
<td><strong>Class Discussion (20 points)</strong>&lt;br&gt;In your class discussion for this week, you will examine the different considerations involved in promoting a business “Product.”&lt;br&gt;• First, visit a local retail store and look at the brand names, package designs, and labels for various products. Choose one product that you think is a “good” example of these product components, and choose one product that you think is a “bad” example of these components.&lt;br&gt;• Then, in the class discussion this week, describe each product in terms of branding, packaging, and labeling. Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible.</td>
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<td>1. <strong>Reading:</strong> In <em>Small Business Management</em>, read:&lt;br&gt;• Chapter 15, “Product Development and Supply Chain Management,” pages 438-471.&lt;br&gt;• Chapter 16, “Pricing and Credit Decisions,” pages 418-439.</td>
<td><strong>Individual Work (50 points)</strong>&lt;br&gt;For your assignment this week, you will use your new understanding of the “Pricing” part of the marketing mix to examine the pricing strategy of a small business. In your written assignment, complete the following activities:&lt;br&gt;• Briefly describe the six pricing strategies.&lt;br&gt;• Identify and briefly describe a small business in your area.&lt;br&gt;• Which pricing strategy does this business use? Explain.</td>
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<td>2. <strong>Lesson Presentation:</strong> Complete the following:&lt;br&gt;• Discuss the presentation “Chapter 15: Product Development and Supply Chain Management.”&lt;br&gt;• Discuss the presentation “Chapter 16: Pricing and Credit Decisions.”</td>
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<td>3. <strong>Preparation for Week 9:</strong> In <em>Small Business Management</em>:&lt;br&gt;• Read Chapter 17, “Promotional Planning,” pages 496-520.</td>
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<td>Length Requirement: You should write a brief description of each of the six pricing strategies. Add a minimum of two paragraphs to describe the small business and the pricing strategy it uses.</td>
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<td>List any sources in APA format.</td>
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<td>Save your document with a file name that includes your name_course code-section number_title.</td>
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<td>• For example: JaneSmith_SBM2000-12_Work #8.doc)</td>
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<td>Submit your individual work at the beginning of Week 9.</td>
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## Week Nine

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<tbody>
<tr>
<td><strong>Apply marketing principles to the small business environment</strong></td>
<td>Use the Four Ps of marketing in relation to small businesses: Promotion</td>
<td>Over the last two weeks, you have examined three of the “Four Ps of Marketing” – Place, Product, and Pricing. In this week’s activities, you will work with the fourth P: Promotion.</td>
<td><strong>Class Discussion (20 points)</strong>&lt;br&gt;In your class discussion this week, you will use your understanding of the “Promotion” part of the marketing mix to determine an approach to cost-effective promotion.</td>
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<tr>
<td><strong>Reading:</strong> In <em>Small Business Management</em>:</td>
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<td>1. <strong>Reading:</strong> In <em>Small Business Management</em>:&lt;br&gt;• Read Chapter 17, “Promotional Planning,” pages 496-520.</td>
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<td><strong>Lesson Presentation:</strong> Complete the following:</td>
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<td>2. <strong>Lesson Presentation:</strong> Complete the following:&lt;br&gt;• Discuss the presentation titled “Chapter 17: Promotional Planning.”</td>
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<td><strong>Quiz (60 points)</strong>&lt;br&gt;This quiz covers the following material from <em>Small Business Management</em>:</td>
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<td><strong>Quiz (60 points)</strong>&lt;br&gt;This quiz covers the following material from <em>Small Business Management</em>:&lt;br&gt;• Chapter 7, “The Marketing Plan,” pages 198-228.&lt;br&gt;• Chapter 9, “The Location Plan,” pages 260-290.&lt;br&gt;• Chapter 15, “Product Development and Supply Chain Management,” pages 438-471.&lt;br&gt;• Chapter 16, “Pricing and Credit Decisions,” pages 472-495.</td>
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<tr>
<td><strong>Apply marketing principles to the small business environment</strong></td>
<td>Explain the importance of marketing, including marketing research, marketing segmentation, and sales forecasting, for small businesses</td>
<td><strong>Review:</strong> In preparation for the quiz, review:&lt;br&gt;• Chapter 7, “The Marketing Plan,” pages 198-228.&lt;br&gt;• Chapter 9, “The Location Plan,” pages 260-290.&lt;br&gt;• Chapter 15, “Product Development and Supply Chain Management,” pages 438-471.&lt;br&gt;• Chapter 16, “Pricing and Credit Decisions,” pages 472-495.</td>
<td><strong>Quiz (60 points)</strong>&lt;br&gt;This quiz covers the following material from <em>Small Business Management</em>:&lt;br&gt;• Chapter 7, “The Marketing Plan,” pages 198-228.&lt;br&gt;• Chapter 9, “The Location Plan,” pages 260-290.&lt;br&gt;• Chapter 15, “Product Development and Supply Chain Management,” pages 438-471.</td>
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<tr>
<td>Use the Four Ps of marketing in relation to small businesses: Place</td>
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<td>Use the Four Ps of marketing in relation to small businesses: Product and Pricing</td>
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<tr>
<td>Use the Four Ps of marketing in relation to small businesses: Promotion</td>
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</table>

- Chapter 17, “Promotional Planning,” pages 496-520.

2. **Preparation for Week 10: In *Small Business Management*:**

- Chapter 16, “Pricing and Credit Decisions,” pages 472-495.
- Chapter 17, “Promotional Planning,” pages 496-520.
## Week Ten

### Part 1 of 2

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</table>
| Apply principles of customer relationship management and customer behavior to small businesses | Illustrate some approaches for building customer relationships and managing customer satisfaction | Positive customer relationships are a crucial factor in the success of a small business. This week’s activities focus on ways to build and maintain these relationships, and how to support dissatisfied customers. | **Class Discussion (20 points)** Reflected on what you have learned this week about customer relationship management, or CRM. Excellent customer service management is a particular mindset that provides a guideline for positive interactions with customers. Respond to the following questions in the class discussion this week:  
- Describe three things you could do to provide excellent customer service as a small business owner.  
- Describe one type of information that you would want to include in the customer profiles at your business. Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. Assure that your work is neat and legible. |

1. **Reading:** In *Small Business Management*, read:  
2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation titled “Chapter 14: Building Customer Relationships.”

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| Apply principles of customer relationship management and customer behavior to small businesses | Outline the customer decision making process and the influences on customer behavior | Consumers advance through a decision making process in order to come to a conclusion about whether or not they want to buy a particular product. Your work this week will focus on this process, and you will determine the process. | **Individual Work (50 points)** Recall the consumer decision making process from your reading in Chapter 14. For your individual work this week, you will determine possible strategies for influencing customer behavior. In your written assignment:  
- Briefly outline the four stages of the consumer decision making process.  
- Give an example of how you, as a |

1. **Reading:** In *Small Business Management*:  
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| 2. **Lesson Presentation:** Complete the following:  
  - Review the presentation titled “Chapter 14: Building Customer Relationships.” |  
  small business owner, could influence your customers at the purchase decision stage.  
  
  **Length Requirement:** You should write a brief description of each of the four stages in the decision making process. Add a minimum of one paragraph to describe how you could influence your customers.  
  
  **List any sources in APA format.**  
  
  **Save your document with a file name that includes your name_course code_section number_title.**  
  - For example: JaneSmith_SBM2000-12_Work #10.doc)  
  
  **Submit your individual work at the beginning of Week 11.** |   |
| 3. **Preparation for Week 11:** In *Small Business Management:*  
|   | 408-433. |   |
## Week Eleven
### Part 1 of 2

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| Analyze the management of day-to-day operations for a small business | Outline key issues in managing human resources and employer-employee relationships, such as recruiting, selecting, training, and compensating employees | Even before your business opens, you may need to consider how to manage human resources. Just as the business must be a good fit with the entrepreneur, there must be a good fit for the small business employee. There are also many other factors to consider in managing human resources for a small business, including compensation and incentive. | **Individual Work (50 points)** Entrepreneurial businesses are attractive employers for workers for many reasons. With this in mind, consider how you could recruit and choose employees. Imagine that you are a small business owner. As such, complete the following activities:  
- Describe three sources you could use for recruiting employees.  
- Describe three steps you would take to evaluate and select employees.  
  
Length Requirement: You should write a brief description of each of the three recruiting sources. Add a brief description of each of the three steps you would take to evaluate and select employees.  
List any sources in APA format.  
Save your document with a file name that includes your name_course code-section number_title.  
- For example: JaneSmith_SBM2000-12_Work #11.doc)  
Submit your individual work at the beginning of Week 12. |

1. **Reading:** In *Small Business Management*, read:  

2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation titled “Chapter 20: Managing Human Resources.”
### Part 2 of 2

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<tbody>
<tr>
<td>Analyze the management of day-to-day operations for a small business</td>
<td>Illustrate the importance of managing operations, including inventory management, quality management, purchasing, and production management</td>
<td>In this second half of Week Eleven, you will turn your attention from human resource management to operations management.</td>
<td>Class Discussion (20 points)</td>
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<td>1. <strong>Reading:</strong> In <em>Small Business Management</em>, read:</td>
<td>Quality management is customer-focused. Consider what this means in relation to operational management.</td>
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<td>• Chapter 21, “Managing Operations,” pages 610-641.</td>
<td>• Based on the concepts in Chapter 21 of your textbook, describe three ways that small business owners</td>
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<td>2. <strong>Lesson Presentation:</strong> Complete the following:</td>
<td>could improve operations at their business.</td>
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<td>• Discuss the presentation titled “Chapter 21: Managing Operations.”</td>
<td>Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it</td>
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<td>3. <strong>Preparation for Week 12:</strong> In <em>Small Business Management</em>:</td>
<td>for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your</td>
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<td>• Read Chapter 23, “Managing Risk in the Small Business,” pages 601-622.</td>
<td>work is neat and legible.</td>
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### Week Twelve

#### Part 1 of 2

<table>
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| Apply principles of customer relationship management and customer behavior to small businesses | Characterize the types of risks for small businesses and risk management, including insurance | For any business, you must have contingency plans in place to manage the unexpected. Risk management involves planning not only for unusual events, but also for unsuccessful normal business operations. You will learn about these risks in this last week of your class, and examine some ways to prepare for them. | Class Discussion (30 points) Planning ahead for risk involves awareness of possible risks, and thinking through ways to control risks and financial losses. Reflect on what you have read in this week’s activities, then discuss risk management with your classmates.  
- Describe three risks a small business might face.  
- Explain two ways to manage risk at a small business.  
Working individually, prepare a one-page, handwritten summary of today’s class discussion and submit it for grading. You may add new thoughts or your perspective on the discussion if desired. Assure that your work is neat and legible.| 1. **Reading:** In *Small Business Management*, read:  
2. **Lesson Presentation:** Complete the following:  
   - Discuss the presentation titled “Chapter 23: Managing Risk in the Small Business.” |

#### Part 2 of 2

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</table>
| Apply principles of customer relationship management and customer behavior to small businesses | Illustrate some approaches for building customer relationships and managing customer satisfaction  
   - Outline the customer decision making process and the influences on customer behavior  
   - Outline key | 1. **Reading:** In preparation for the quiz, review:  
   - Chapter 23, “Managing Risk in the Small Business,” pages 670-692. | Quiz (60 points) This quiz covers the following material from *Small Business Management*:  

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| Issues in managing human resources and employer-employee relationships, such as recruiting, selecting, training, and compensating employees. | 
| Illustrate the importance of managing operations, including inventory management, quality management, purchasing, and production management. | 
| Characterize the types of risks for small businesses and risk management, including insurance. |