

Course Syllabus

SMALL BUSINESS MANAGEMENT---BUSG 2309

COURSE DESCRIPTION:

A course instructing how to start and operate a small business. Topics include facts about a small business, essential management skills, writing business plans, financial needs, sales and marketing strategies, location selections, ethical and legal issues.

TEXT: SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 18e.

- Cengage Unlimited:
 - o 1-semester access (4 months) / 9780357700006 / \$119.99
 - o 1-year access (12 months) / 9780357700013 / \$179.99
 - o 2-year access (24 months) / 9780357700020 / \$239.99
- **information below** to help students find course materials in the Cengage Unlimited dashboard. This is a digital learning platform for *MindTap*, or any other resources e.g., an online textbook.
- Title: Small Business Management 18e
- Author: Longenecker, Petty, Palich, Hoy
- ISBN: 978-1-305-40574-5
- Course Link (for digital learning platform): Go to 'Modules' and click STAR HERE to access Mind Tap.

INSTRUCTOR INFORMATION:

NAME: M. H. MANNING

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Cell Phone: 903-271-1818

SCANS COMPETENCIES:

Grayson College is determined to prepare you with the education you need to succeed in today's work environment. Towards this goal, these workplace competencies and skills have been designed in the curriculum for this course.

RESOURCES: MANAGE TIME

INTERPERSONAL: EXERCISE LEADERSHIP, NEGOTIATION, DECISION MAKING.

INFORMATION: ACQUIRE AND EVALUATE INFORMATION.

THINKING SKILLS: CREATIVE THINKING, PROBLEM SOLVING, DECISION MAKING.

PERSONAL QUALITIES: RESPONSIBILITY, SELF-MANAGEMENT, INTEGRITY, HONESTY.

GENERAL COURSE OBJECTIVES

Students will be required to read from the text and other supplementary materials and interpret what they have read in written and oral format.

Students will add new words to their written and verbal communications.

Students will use critical thinking skills in completing written and oral exercises.

Students will use decision-making and problem-solving skills as they choose and complete assigned individual exercises.

Students will have the opportunity to use the Internet as part of their assigned activities.

Students will exhibit ethical and honest behavior by doing their own work both in and outside of class.

METHODS OF INSTRUCTION

INTERNET OFFERING

POWER POINT PRESENTATIONS

INTERNET USE

E-MAIL INTERACTION

PRACTICE TESTS

EVALUATION METHODS

SEVEN EXAMS

CHAPTER ASSIGNMENTS

SCHEDULE REQUIREMENTS

ATTENDANCE AND PARTICIPATION

GRADING POLICY

ALL EXAM GRADES FOR EVALUATIONS ARE TREATED EQUALLY.

CHAPTER ASSIGNMENTS SUBMITTED COMPLETE RECEIVE A VALUE.

CHAPTER ASSIGNMENTS SUBMITTED ON TIME RECEIVE A VALUE.

HOW TO SUCCEED IN THIS COURSE

MOTIVATION AND EFFORT ON THE PART OF THE STUDENT DETERMINES SUCCESS IN CLASS. READ AND STUDY THE CHAPTERS ASSIGNED. COMPLETE AND SUBMIT RESPECTIVE ASSIGNMENTS PRIOR TO EACH EXAM. STUDY THE KEY WORDS IN EACH CHAPTER. ASK QUESTIONS.

Students with special needs should contact the Disability Services Coordinator in the Learning Assistance Center no later than the first week of classes. Once appropriate documentation for the disability is received, the Disability Services Coordinator will coordinate delivery of approved accommodations with students and their instructors.