

# Lassen Community College Course Outline

## BUS-25 Small Business Management

3.0 Units

### I. Catalog Description

Provides complete coverage of small business operations including business functions; sales, production, procurement, personnel, and finance. Managerial functions; planning, organizing, actuating, and controlling, with examples of actual business situations used to emphasize important principles. This course has been approved for online, hybrid, and correspondence delivery. This course may use a free Open Education Resource textbook.

**Recommended Preparation:** Successful completion of ENGL 105 or equivalent multiple measures placement.

Transfers to CSU only  
51 Hours Lecture  
Scheduled: Spring

### II. Coding Information

Repeatability: Not Repeatable, Take 1 Time  
Grading Option: Graded or Credit/No Credit  
Credit Type: Credit - Degree Applicable  
TOP Code: 050640

### III. Course Objectives

#### A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Define integrity and its importance to business stakeholders.
2. Identify the common barriers and needs requirements of a new small business startup.
3. Create a business plan for a new business venture.

#### B. Course Objectives

Upon completion of this course the student will be able to:

1. Examine a business plan
2. Determine the applicability of a business model to contemporary business
3. Understand basic financial needs of a small business within the U.S.
4. Identify a need within a community and how to provide for that need utilizing business principles
5. Define business ethics as it relates to small business
6. Understand local, state, and federal legal requirements as it pertains to contemporary small business within the U.S.

### IV. Course Content

An Introduction to Small Business Administration

1. The Environment of Small Business
2. Financial Aspects of Small business
3. Planning for Small businesses
4. Accounting for Small Businesses

5. Operating the Small Business
6. Legal Responsibilities of Small Businesses

## **V. Assignments**

### **A. Appropriate Readings**

Inc. Magazine  
The Wall Street Journal

### **B. Writing Assignments**

Written case analyses and subsequent discussion  
Written business plans

### **C. Expected Outside Assignments**

Research and preparing of case analyses

### **D. Specific Assignments that Demonstrate Critical Thinking**

Students will analyze aspects of small business managements and develop reports utilizing the integration of this information in the development of case analyses.

## **VI. Methods of Evaluation**

### **Traditional Classroom Instruction**

1. Case analysis
2. Quizzes
3. Essay and multiple choice examinations
4. Business plans

### **Online Evaluation**

A variety of methods will be used, such as: research papers, asynchronous and synchronous discussions (chat/forum), online quizzes and exams, postings to online website and email communications.

### **Hybrid Evaluation**

A combination of traditional classroom and online evaluations will be used. Traditional Classroom: exercises/assignments, objective examinations and essay examinations. Online delivery: exercises/assignments, online quizzes and exams, essay forum postings, and chat rooms.

### **Correspondence Evaluation**

Same as face to face with the exception of the desired use of proctored exams and exclusion of participation in classroom activities. Students will be expected to complete assignments and activities equivalent to in-class assignments and activities. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

## **VII. Methods of Delivery**

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

**Traditional Classroom Delivery**  **Correspondence Delivery**

**Hybrid Delivery**

**Online Delivery**

### **Traditional Classroom Delivery**

Lecture/Discussion

### **Online Delivery**

Online written lectures. Participation in forum-based discussions. Online exercises/assignments contained on website. Discussion papers, email communications, postings to forums, student to student online interaction, and web-links will comprise the method of instruction.

### **Hybrid Delivery**

A combination of traditional classroom and online instruction will be utilized. 34 hours will be taught face-to-face by the instructor and the other 34 hours will be instructed online through the technology platform adopted by the District. Traditional class instruction will consist of exercises/assignments, lectures, visual aids, and practice exercises. Online delivery will consist of exercises/assignments, lecture posts, discussions, adding extra resources and other media sources as appropriate.

### **Correspondence Delivery**

Assigned readings, instructor-generated typed handouts, typed lecture materials, exercises and assignments equal to face to face instructional delivery. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

## **VIII. Representative Texts and Supplies**

Longenecker, J., Petty, J., Palich, L., & Hoy, F. *Small Business Management: Launching & Growing Entrepreneurial Ventures, 18<sup>th</sup> Edition, Cengage Publishing. (2017)* ISBN-10: 1-305-40574-9

Or

Open Educational Resource Textbook: Cadden, D. *Small Business Management in the 21st Century*. Saylor Foundation. ISBN 13: 9781453345566. Available in class canvas section (free), online (<https://resources.saylor.org/wwwresources/archived/site/textbooks/Small%20Business%20Management%20in%20the%2021st%20Century.pdf>) or LCC Bookstore (minimal cost for printing).

## **IX. Discipline/s Assignment**

Small Business Development, Business

## **X. Course Status**

Current Status: Active

Original Approval Date: 5/15/1990

Revised By: Andy Rupley

Curriculum/Academic Standards Committee Revision Date: 08/18/2020

Review for IPR, no changes recommended: 10/19/2021