

ILLINOIS VALLEY COMMUNITY COLLEGE



Course Syllabus

Division: Natural Sciences and Business
Course: MGT 1230 - Owning and Operating a Small Business

Date: January, 1999
Semester Hours: Three Credit Hours
Prerequisite: None
Lecture: Three Hours
Labs: None
Offered: Spring, Fall
Instructor: Staff

CATALOG DESCRIPTION:

An introduction to understanding the critical elements that are involved with starting and operating a small business. Among the topics discussed are: entrepreneurial alternatives, the business plan, marketing strategies, financial matters, and human resource considerations. Special topics such as social responsibility and ethics may be covered.

COURSE OBJECTIVES:

To provide the students with an understanding of the importance of small business to the country and the communities in which they operate.

To provide the students with an understanding of the obligations small business owners have to their communities.

To provide the students with an understanding of the various hurdles entrepreneurs must overcome to get started.

To provide students with the knowledge of the critical factors in operating a small business including financial matters, marketing strategies, and employee considerations.

To provide students with an understanding of contemporary issues that face today's entrepreneur.

To provide the students with the opportunity, when practical, to apply the principles and knowledge they have gained in the course.

To provide the student with the means to write a business plan.

COURSE CONTENT:

- Part 1 Understanding Small Business
- Part 2 What It Takes to Get Started
- Part 3 Financial Management of the Business
- Part 4 Marketing & Technology
- Part 5 HR Considerations
- Part 6 Taxes & Insurance

INSTRUCTIONAL METHOD:

A variety of instructional methods will be used including lectures, case studies, videos, guest speakers, class discussion.

STUDENT REQUIREMENTS AND METHOD OF EVALUTION:

Students are expected to attend class, complete all tests, as well as any assigned cases or problems. Special projects may also be assigned for students to complete. Students will be evaluated on the completion of the above requirements.

TEXT:

Small Business Management, Siropolis, sixth edition, Houghton Mifflin