Warren County Community College

BUS 221 Small Business Management
Course Master Syllabus

Course Information

Catalog Description: This course introduces the students to the principles of small business management and the functions of planning, organizing, financing, staffing, marketing, and directing a small business.

Prerequisite(s): BUS 120 – Business Organization & Management

Corequisite(s): None

Credits: 3

Hours: 3

Required Text(s): *Small Business Management: Launching & Growing Entrepreneurial Ventures* by Justin G. Longnecker, J. William Petty, Leslie E. Palich, Frank Hoy 20th edition with MindTap

Supplemental Materials:

Instructor Information

Instructor's Name:

Contact Information:

Office Hours:

Program Goals

1. Apply fundamental principles of management, marketing, accounting, finance, and operations to solve business challenges in diverse industries.
2. Analyze complex business situations, interpret data, and develop strategic solutions using evidence-based decision-making.
3. Demonstrate professional written and oral communication skills tailored to diverse business contexts and audiences.
4. Apply ethical principles, corporate social responsibility, and legal frameworks in business decision-making.

5. Leverage business technologies, information systems, and quantitative methods to enhance decision-making and operational efficiency.
6. Assess and respond to the challenges and opportunities of global business environments, including cultural, economic, and regulatory factors.

Class Core Competencies

The following core competencies are embedded in this curriculum:

- Communicate effectively in both speech and writing.
- Use computer systems or other appropriate forms of technology to achieve educational and personal goals.
- Use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
- Understand the importance of a global perspective and culturally diverse peoples.
- Understand ethical issues and situations.
- Address an information need by locating, evaluating, and effectively using information.

Class Learning Assessment

Student Learning Outcomes	Suggested Means of Assessment
Define the term “small business” and discuss its importance in today’s economic environment	Assignments and business plan
Identify the ideal characteristics and challenges of being an entrepreneur	Questions on video
List the three basic forms of business ownership and the advantages and disadvantages of each form	Assignments and business plan
Define the term entrepreneur and distinguish among entrepreneurs, small business owners, and managers	Assignments and business plan
Explain the functions and major components of the three principle	Assignments and business plan

Student Learning Outcomes	Suggested Means of Assessment
financial statements: the balance sheet, the income statement, and the statement of cash flows	
Create a business plan for a small business	Assignments and marketing plan
Design a business plan for a business opportunity	Assignments and business plan

Grading System

Letter Grade	Percentage Range
A	90 to 100 percent
B Plus (B+)	87 to 89.9 percent
B	80 to 86.9 percent
C Plus (C+)	77 to 79.9 percent
C	70 to 76.9 percent
D	60 to 69.9 percent
F	Below 60 percent

College Information

Disability Services
Disability Services Webpage

Statement and Policy on Cheating, Plagiarism, and Academic Conduct
Academic Conduct Policy (Policy 304) [PDF]

Students are required to perform all the work specified by the instructor and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

Unauthorized use of Artificial Intelligence (AI) is prohibited unless the instructor explicitly permits it in the syllabus or assignments. If tools such as ChatGPT are permitted by an instructor to be used for an assignment, they should be used with caution and with proper citation. In all such cases, you may only use the specific tools identified as

acceptable and you must adhere to the College's standards for attribution, validation, and transparency.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

Tutoring and Testing at the Instructional Support Center (ISC)

- Instructional Support Center (ISC) Webpage

WCCC Library Services

- WCCC Library Website

Citation Styles and Formatting

Work submitted for any Warren County Community College course must conform to the required formatting and citation style that are specified by the instructor. The Library and Instructional Support Center can assist students with formatting and citations for assignments and papers.

WCCC Attendance Expectations

The College expects students to attend and participate in all classes. This involves sharing discussions and lectures in class, as well as interacting with other students. Grades are based on the quality of work students complete in meeting the requirements for a particular course, as stated in the course syllabus and catalog description. Attendance, among other factors, may be an additional criterion for assigning grades. Students should realize that they are responsible for all class meetings and that work missed because of absences may affect their grades. Attendance in online classes is determined by the completion of assignments/ tests. Students who have not completed any assignments or tests will be considered non-attending and receive an NF grade in online classes.

Class Attendance Expectations

Topical Outline

- Challenge of entrepreneurship
- Building the business plan
- Small business marketing strategies
- Sources of small business funds
- Managing for profitability
- Managing people and legal issues

Grading Methods

Assignment	Points/Percentage

Class Itinerary

Week / Unit	Topic	Readings/Assignments

Week / Unit	Topic	Readings/Assignments