

Office of Academic Affairs  
Tarleton State University  
Dates Prepared: 12/1/08  
Date Revised:

### Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MGMT 304  
Course Title: Small Business Management  
Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description: Oriented toward planning for and managing a small business, starting a business, and buying a business franchise. May include computer simulation and consultation for actual small business.
- II. Prerequisites: MGMT 301, ACC 204, MKTG 314 or department head approval.
- III. Expanded Course Description: The content of this course is aimed at students who wish to start a new business, buy an existing business, involvement themselves in a franchise operation, operating a home-based business, taking over a family-owned firm and/or managing an existing business. The instructional materials take a practical approach to exploring and/or operating a small business in today's economic and business environment.
- IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
  - The student will gain an understanding of the role that small businesses play in today's economy
  - The student will be exposed to various small business and entrepreneurial-related terms necessary for understanding the topics at hand
  - The student will gain knowledge related to why prospective entrepreneurs select start-ups, buy-outs, franchises, or involvement in family business as an avenue to small business ownership
  - The student will be exposed to the financing options available to entrepreneurs
  - The student will investigate the various legal considerations that must be considered when pursuing an entrepreneurial endeavor
  - The student will gain a basic understanding of the various legal entities available for small business
  - Students will learn about the importance of proper small business accounting and finance practices for successful operations

- Students will develop an understanding of various marketing options available for small business
- Understanding the importance of identifying potential markets and marketing research will be stressed
- Students will learn where to go for help when pursuing an entrepreneurial endeavor

At the conclusion of the course the student will:

- Recognize and articulate the economic and societal factors that play a role in small business success.
- Demonstrate an understanding of what constitutes a small business per recognized definitions
- Identify the characteristics and traits of good entrepreneurs
- Compare the advantages and disadvantages of start-ups, buy-outs, franchises, family businesses and home-based businesses
- Explain the differences between sole-proprietorships, partnerships, and corporate forms of legal entities
- Discuss the various legal considerations of operating a small business
- Identify and discuss the various component parts of a formal business plan
- Identify the various financing options available for small businesses
- Understand the importance of proper accounting and financial practices for successful small businesses
- Understand the basics of financial statement analysis as it relates to small business management
- Articulate the importance of customer service as it relates to small business
- Demonstrate an understanding of feasible marketing options available to small business owners
- Discuss the various assistance programs available to entrepreneurs
- Value the importance of operating a small business built on sound ethical principles and socially responsible practices

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:

- a) Course Requirements
- b) Required Text(s)
- c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of

unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature

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Date