

# RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

## BUSI-153 Small Business Management

### I. Basic Course Information

A. Course Number and Title: BUSI-153 Small Business Management

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2018

**D. Effective Term: Fall 2019**

E. Sponsoring Department: Business and Public Service

F. Semester Credit Hours: 3

G. Weekly Contact Hours:                      Lecture: 3  
   Laboratory: 0  
   Out of class student work per week: 6

H. Prerequisites/Corequisites: None

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Anne Marie Anderson, [AnneMarie.Anderson@raritanval.edu](mailto:AnneMarie.Anderson@raritanval.edu), Dean Terrance Lynn, [Terrence.Lynn@raritanval.edu](mailto:Terrence.Lynn@raritanval.edu).

### II. Catalog Description

This course is designed to acquaint the enterprising individual with the education and tools necessary to operate and manage a small business. The course material will include such topics as management functions with emphasis on the control function. Methodologies in such functional areas as finance, marketing and management will be discussed and will constitute the parameters of the course.

### III. Statement of Course Need

- A. Small business is the backbone of the free-enterprise system. Small businesses provide over half of all private sector jobs and create over 60% of new jobs and engage in the global marketplace. The small business sector continues to enjoy strong growth.
- B. This course does not have a lab.
- C. This course generally transfers as elective credit.

### IV. Place of Course in College Curriculum

- A. Free Elective
- B. Business Elective
- C. This course meets a program requirement for the Business Management AAS – General Business Option and Ophthalmic Science AAS degrees. Elective in the CPA Education Requirement Certificate program.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

### V. Outline of Course Content

- A. Small Business: An Overview
- B. Small Business Management. Entrepreneurship and Ownership
- C. Social Responsibility, Ethics and Strategic Planning
- D. The Business Plan
- E. Franchising
- F. Taking Over an Existing Business
- G. Starting a New Business
- H. Accounting Records and Financial Statements
- I. Small Business Finance
- J. The Legal Environment
- K. Small Business Marketing
- L. International Small Business
- M. Professional Small Business Management
- N. Human Resource Management
- O. Operations Management

### VI. General Education and Course Learning Outcomes

#### A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Evaluate small business decisions based on relevant issues and circumstances.\*

(\*Embedded critical thinking)

**B. Course Learning Outcomes:**

**At the completion of the course, students will be able to:**

1. Understand the issues facing a small businesses.
2. Create a business plan.

**C. Assessment Instruments**

- A. Quizzes
- B. Examinations
- C. Cases
- D. Business Plan
- E. Presentations

**VII. Grade Determinants**

- A. Quizzes
- B. Examinations
- C. Participation
- D. Cases
- E. Business Plan (required)

Following are the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. role playing
- D. student collaboration
- E. business plan
- F. independent study
- G. student presentations

**VIII. Texts and Materials**

Textbook: Author(s): Hatten  
Title: Small Business Management: Entrepreneurship and Beyond  
Publisher: Cengage Learning  
Edition: Latest

Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

**IX. Resources**

No special resources will be needed for this class.