

CATALOG INFORMATION

Dept and Nbr: ADLTED 756 Title: MANAGING SMALL BUSN
Full Title: Managing a Small Business
Last Reviewed: 2/13/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	6	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	3	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 18.00

Title 5 Category: Non-Credit
Grading: Non-Credit Course
Repeatability: 27 - Exempt From Repeat Provisions
Also Listed As:
Formerly:

Catalog Description:
This course is designed for students who are interested in improving and growing their small business. Topics will cover the responsibilities of being a small business owner, including: leadership development, business dynamics, sales and service, finances and human resources.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course is designed for students who are interested in improving and growing their small business. Topics will cover the responsibilities of being a small business owner, including: leadership development, business dynamics, sales and service, finances and human resources. (Non-Credit Course)
Prerequisites/Corequisites:
Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: Exempt From Repeat Provisions

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Apply business operational dynamics to improve and grow a small business.
2. Understand financial capacity and apply knowledge to financial systems.
3. Demonstrate best practices in human resource administration for small businesses.

Objectives:

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

1. Explain how to manage business operations, maximize return on investment and build a loyal customer base.
2. Discuss the business operational dynamics needed to improve and grow a business.
3. Access professionals such as accountants, lawyers and consultants who provide advice and other services to small businesses.

Topics and Scope:

I. Small Business Management

- A. The role of small businesses in the local economy
- B. Overview of key elements in small business operations
- C. Types of businesses

II. Leadership

- A. Visioning as a development tool to sustain and build a business
- B. Leading through strengths and planning for opportunity
- C. Building a team to maximize sales and customer service impact

III. Management

- A. Managing the seven business dynamics
- B. The right balance between people and systems
- C. Internal planning and strategies

IV. Delivery of Service

- A. Separating the business from the competition
- B. Creating a robust and loyal customer base
- C. Customer service and client retention
- V. Sales
 - A. Tracking progress towards goals, planning for future business, and projecting future sales
 - B. Speaking with prospects and investors to grow the business
- VI. Finance Systems
 - A. Accounts payable
 - B. Accounts receivable
 - C. Cash flow, credit, and working capital
- VII. Finance Capacity
 - A. Fiscal performance and growth
 - B. Overhead costs
 - C. Business taxes
- VIII. Human Resources
 - A. Labor laws
 - B. Compensation and benefits
 - C. The hiring process
 - D. Staff training to build capacity with employees
 - E. Disciplinary actions
 - F. Legal issues facing small businesses

Assignment:

1. Exercises:
 - A. Your Business Vision Today and in Three Years
 - B. How to Develop a Strategic Plan
 - C. Evaluation of Current Management Practices
 - D. My Business Competition Assessment Hand-out
 - E. Develop 30-second Elevator Speech on Selling Your Business
 - F. Develop a Tracking System (Internal Planning Tool)
2. Group Project--Develop a Human Resources Guide for Policies and Procedures
3. Quizzes:
 - A. Small Business Liabilities (1)
 - B. Operational business dynamics and types of businesses (1-2)

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Exercises as outlined in the Assignments List

Problem solving
40 - 45%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Group Project--Human Resources Guide

Skill Demonstrations
15 - 20%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes

Exams
15 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation and Attendance

Other Category
15 - 20%

Representative Textbooks and Materials:

Instructor prepared materials