ADED 756 Course Outline as of Summer 2025

CATALOG INFORMATION

Dept and Nbr: ADED 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	9	Lecture Scheduled	0
Minimum	0	Lab Scheduled	2.00	3	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		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:	ADLTED 756

Catalog Description:
This course is designed for students who are interested in improving and growing their small business. Students will learn small business management principles including leadership development, business dynamics, sales and services, 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. Students will learn small business management principles including leadership development, business dynamics, sales and services, 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 the principles of small business management to create a strategic plan for improving and growing a small business.

Objectives:
At the conclusion of this course, the student should 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. Financial Systems
A. Accounts payable
B. Accounts receivable
C. Cash flow, credit, and working capital

VII. Financial 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.

Particpation and Attendance	Other Category 15 - 20%

Representative Textbooks and Materials:
Instructor prepared materials