



Course Syllabus

Course #: MGT 2560

Course Name: Small Business Development

Division: Business Technologies

Class Days: Day—MW Even.--TR

Class Time: Day—8-9:50 am; Eve-7-8:50 pm

Location: Classroom:

Laboratory:

Credit Hours: 4

Contact Hours: 4

Lab Hours: 0

Lecture Hours: 4

Instructor: Phil Weiker

Office Location: Bldg. A Room 303C

Phone: 419-355-2396

Email Address: pweiker@terra.edu

Office Hours:

Division Office/Location: B 104

Division Fax: 419-334-9414

Full-time Contact Person: Phil Weiker

Phone(s): 419-559-2396

Course Description:

This course incorporates the discussion of concepts in the start-up of a small business (including the various types and forms of a typical small business, the importance of location, the major legal forms and considerations, the financial and inventory requirements, and the pertinent marketing activities of a business) along with the simultaneous development of a comprehensive business plan based on these studies including initial financial requirements and site evaluations. (Fall)

Prerequisite(s): MRT 1010 and/or MGT 1190

Corequisite(s):

Entry Level Skills and Knowledge:

General business knowledge helpful, the ability to use the Internet, and some word processing or typing ability.

Required Texts, Supplies and Equipment:

SMALL BUSINESS MANAGEMENT, AN ENTREPRENEURIAL EMPHASIS, TWELFTH EDITION by Longenecker, Moore, and Petty. Published by South-Western Publishing Company, Cincinnati, Ohio.

Grading:

The student's project grade will be based on quality of business plan and the timely completion of milestones of project listed on sessions outline on the next page.

20% of Grade is based on the Test Average from Four Tests

70% of Grade is based on the Business Plan Project

10% of Grade is based on the Classroom and Lab Participation

Learning Outcomes:

General Education

Technical

Assessment of Student Learning:

This course may include a project that is one of several that will be used by faculty to assess student academic performance in the program. A panel of faculty will review all (projects or whatever assessment activity you are doing), then assess and summarize the academic performance of students at this point in the program. The results of this assessment will be shared among the department faculty, used to identify needed changes or improvements, and submitted to the Student Academic Assessment Committee as part of the College's overall student academic assessment effort.

Assessment Project and Measurement in course (if any):

Plan of Work:

Session	Date	Activities
1		Course Introduction
2		Chapter 8
3		Chapter 8
4		Chapters 8 and 9
5		Business Idea Due
6		Chapter 9
7		Chapter 9
8		TEST over Chapters 8 and 9
9		Marketing Research Methodology Due
10		Formal Marketing Plan Due
11		Chapter 11
12		Chapter 11
13		Location Plan Due
14		TEST over Chapter 11
15		Facilities Plan Due
16		Chapter 10
17		Chapter 10
18		TEST over Chapter 10
19		Management Plan Due
20		Chapter 12
21		Chapter 12
22		Chapter 12
23		TEST over Chapter 12
24		Financial Plans Due
25		Entire Plan put together and ready to present
26		Entire Plan put together and ready to present
27		Presentations
28		Presentations
29		Presentations
30		Presentations
31		Presentations
32		Final Exam

Course Requirements:

Policies

Course Withdrawing: If for any reason you need to withdraw from this course, be certain that you do so according to College procedure. It is your responsibility to know and follow this procedure. If you simply stop coming to class, without officially withdrawing from the course, your grade is an automatic “F.” Please follow official College procedure for withdrawing from this or any course.

College Academic Policies are located in the College Catalog. A copy of the current catalog may be picked up in any of the division offices or admissions. The list of college policies is also available online at <https://www.terra.edu/register/Collegecat/policies.asp>.

Support Services: The College offers a number of support services to assist in your success in this course and all courses. Among these services are the Writing & Math Center in B105, the Office of Learning Support Services, which coordinates the campus disability services and tutoring programs, the computer labs, and the computers in the atriums.

Any student who feels he/she may need an accommodation based on the documentation of a disability should contact the Office of Learning Support Services privately to discuss his/her specific issues. Please contact the OLSS at (419) 334-8400 X 208 or visit 100 Roy Klay Hall (Building A) to coordinate reasonable accommodations.

If you have a documented disability and are receiving academic accommodations through the Office of Learning Support Services, please schedule a meeting with your instructor in a timely manner so that we may discuss how these services will be arranged.

Tutoring services are available to students beginning the second week of every semester. Students requesting tutoring services should obtain a tutor request form from the OLSS in 100 Roy Klay Hall (Building A) or online at the Terra website. Please note that instructor verification and acceptance of the Student Learner Agreement is necessary for all tutoring requests. All requests should be submitted to 100 Roy Klay Hall (Building A).