



North Central State College  
MASTER SYLLABUS  
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM2050 Entrepreneurship and Small Business
- D. Course Coordinator:  
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 3
- F. Prerequisites: None
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

*Essentials of Entrepreneurship and Small Business Management*

- Author: Scarborough, Cornwall
- Copyright Year: 2018
- Edition: 9th
- ISBN: 9780134742403

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: This course is designed to expand and enhance the student's entrepreneurial knowledge and small-business leadership skills. The “big-picture” view of the role of the entrepreneur in our economic and social environment is explained and discussed in depth. In-class and personalized student exercises and assistance is a component of this class in which numerous challenges of a start-up business are explored. Each student is assigned the task of exploring entrepreneurship and/or small-business as a career choice. The gamut of essential elements of running a small business is covered in this course. Students will gain practice in the art of decision-making under conditions of uncertainty and incomplete data.

K. College-Wide Learning Outcomes

<b>College-Wide Learning Outcomes</b>	<b>Assessments - - How it is met &amp; When it is met</b>
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

<b>Outcomes</b>	<b>Assessments – How it is met &amp; When it is met</b>
1. Describe the importance of small business to the economy and define the nature of entrepreneurship.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.) [Ch 1, 2, 8]
2. Define methods for seeking entrepreneurial opportunities to include startup, buyout, and franchising.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.) [Ch 3-5, 13]
3. Develop a business plan for a new business detailing product, market information, organization, finance, advertising, competition, and location.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.); Create Elements of the Comprehensive Business Plan. [Ch 6,7,9]
4. Define key components in effecting marketing a small business product or service.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.); Create Elements of the Comprehensive Business Plan. [Ch 7, 9,15,16,17]
5. Define and describe purchasing and inventory concepts as they apply to small business operations.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.); Create Elements of the Comprehensive Business Plan. [Ch 14,20]
6. Describe financial evaluation, cash flow management, and budgeting for small business.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.); Create Elements of the Comprehensive Business Plan. [22-23]
7. Apply social and ethical issues to small business and their responsibilities to society, environment, and consumer.	Chapter Exams; Class Discussion/Participation [Ch 2,13]
8. Define the legal environment effecting small business to include government regulation.	Chapter Exams; Homework; Participation; Outside Research (gov't sources of SBA, SBDC, SCORE, etc.); Create Elements of the Comprehensive Business Plan. [Ch 2,8]
9. Define methods to apply technology to small business.	Chapter Exams; Homework; Participation [Ch 20]

M. Topical Timeline (Subject to Change):

<u>Subject</u>	<u>Time</u>
1. Entrepreneurs: The Energizers of Small Business	Week #1
2. The Family Business	Week #2
3. Small Business: Vital Components of the Economy	Week #2
4. Creating a New Venture and Preparing a Business Plan	Week #3
5. Analyzing the Market	Week #3
6. Franchising or Buying an Existing Business	Week #4
7. Selecting a Location and Physical Facilities	Week #4
8. Initial Financial Planning	Week #5
9. Legal Aspects of the Business	Week #5
10. Consumer Behavior and Product Strategies	Week #6
11. Distribution, Pricing, and Credit Policies	Week #7
12. Personal Selling, Advertising, and Sales Promotion	Week #7
13. The Process of Management	Week #8
14. Objectives, Strategy, and Operational Planning	Week #8
15. Organizing the Small Firm	Week #9
16. Managing Human Resources in Small Firms	Week #10
17. Operations Management	Week #10
18. Purchasing and Managing Inventory	Week #11
19. Accounting Systems, Financial Analysis, and Budgeting	Week #12
20. Working-Capital Management and Capital Budgeting	Week #13
21. Computerizing the Small Business	Week #14
22. Business Risks and Insurance	Week #14
23. Governmental Interaction with Small Business	Week #15
24. Trends and Prospects for Small Business	Week #15

N. Course Assignments:

1. In-Class group assignment in product brainstorming
2. Basic cash flow projection for business-startup
3. Break-even analysis (computation and graphical model)
4. Creation of a startup business plan
5. Text examinations

O. Recommended Grading Scale:

<b>NUMERIC</b>	<b>GRADE</b>	<b>POINTS</b>	<b>DEFINITION</b>
93-100	A	4.00	Superior
90-92	A-	3.67	Superior
87-89	B+	3.33	Above Average
83-86	B	3.00	Above Average
80-82	B-	2.67	Above Average
77-79	C+	2.33	Average
73-76	C	2.00	Average
70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

Click here to enter text.

Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

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T. College Procedures/Policies:

**Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>**

**The information can also be found** Choose an item.