

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

BSAD 215 – SMALL BUSINESS MANAGEMENT

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0303

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

Created by: William A. Myers, Ph.D.

Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: SMALL BUSINESS MANAGEMENT

B. COURSE NUMBER: BSAD 215

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	
Fall and Spring	x

G. COURSE DESCRIPTION:

This course will examine the nature of small businesses and the characteristics/skills required to be successful in starting and managing them. Topics will include the requirements and steps in developing a comprehensive strategic business plan, the type of decisions faced by managers of small firms, and the application of business disciplines to these situations. The student will be required to formulate a final project by the end of the semester.

H. PRE-REQUISITES: None
 CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Understand the basic principles of small business management	3.1Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		
b. Learn the advantages and disadvantages of entering this field..	3.1Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		
c. Review the types of small business they can enter.			1 – W 2 – IA
d. Consider and evaluate the different types of ownership when establishing a firm.	3.1Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		
e. Demonstrate ability to write a business plan, inclusive of the sections appropriate for small business start-up.	1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution. 8.2 Appropriately manage resources based on their recognized availability. 9.2 Analyze operations to identify opportunities and		1 – W 2 – IA

	develop plans to leverage digital technologies and innovation in business processes		
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KEY	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If yes, select [X] one or more of the following categories:

Classroom / Lab	<input checked="" type="checkbox"/>	Community Service	<input type="checkbox"/>
Internship	<input type="checkbox"/>	Civic Engagement	<input type="checkbox"/>
Clinical Practicum	<input type="checkbox"/>	Creative Works/Senior Project	<input type="checkbox"/>
Practicum	<input type="checkbox"/>	Research	<input type="checkbox"/>
Service Learning	<input type="checkbox"/>	Entrepreneurship [program, class, project]	<input type="checkbox"/>

K. TEXTS: Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2023). Small Business Management: Launching & Growing Entrepreneurial Ventures (20th ed.). Cengage Learning.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Papers

- Assignments
- Participation

P. DETAILED COURSE OUTLINE:

Class Schedule:

Week	Contents and Required Reading	Assignments	Due Dates	Notes
WK 1 Aug. 22nd to Sept. 1st	Syllabus & Chapter 1: Entrepreneurial Life. Chapter 2: Integrity & Ethics.	Discussion Board – Introduction Discussion Board – WK1 WK1 Quiz 1 on Chapters 1 & 2	Sunday September 1st. Sunday September 1st. Sunday September 1st.	
WK 2 Sept. 2nd To Sept. 8th	Chapter 3: Starting a Small Business.	Discussion Board – WK2 WK 2 Quiz 2 on Chapter 3	Sunday September 8 th . Sunday September 8 th .	
WK 3 Sept. 9th To Sept.15th	Chapter 4: Franchises & Buyouts. Chapter 5: The Family Business.	Discussion Board – WK3 WK 3 Quiz 3 on Chapters 4 & 5	Sunday September 15 th . Sunday September 15 th .	
WK 4 Sept. 16th To Sept. 22nd	Chapter 6: The Business Plan: Visualizing the Dream.	Discussion Board – WK4 WK 4 Quiz 4 on Chapter 6	Sunday September 22nd. Sunday September 22nd.	
WK 5 Sept. 23rd To Sept. 29th	Chapter 7: The Marketing Plan.	Discussion Board – WK5 Marketing Plan Assignment WK 5 Quiz 5 on Chapter 7	Sunday September 29 th . Sunday September 29 th . Sunday September 29 th .	
WK 6 Sept. 30th To Oct. 6th	Chapter 8: The Organizational Plan.	Discussion Board – WK6 WK 6 Quiz 6 on Chapter 8	Sunday October 6th Sunday October 6 th	
WK 7 Oct. 7th To Oct. 13th	Chapter 9: The Location Plan. Chapter 10: Understanding Financial Statements	Discussion Board – WK7 Mid-Term Exam – Chapters 1,2,3,4,5,6,7,8,9,10	Sunday October 13 th Wednesday October 9th	
WK 8 Oct. 14th To Oct 20th	Chapter 11: Forecasting Financial Requirements. Chapter 12: Sources of Financing.	Discussion Board – WK8 WK8 Quiz 7 on Chapters 11 & 12	Sunday October 20th Sunday October 20th	
WK 9 Oct. 21st To Oct. 27th	Chapter 14: Building Customer Relationships.	Discussion Board – WK9 WK9 Quiz 8 on Chapter 14.	Sunday October 27th Sunday October 27th	
WK10 Oct. 28th To Nov. 3rd	Chapter 15: Product Development & Supply Chain. Chapter 18: Global Opportunities for Small Businesses.	Discussion Board – WK10 WK10 Quiz 9 on Chapters 15 & 18.	Sunday November 3rd Sunday November 3rd	

WK11 Nov. 4th To Nov. 10th	Chapter 19: Professional Management & the Small Business. Chapter 20: Managing Human Resources	Discussion Board – WK11 WK11 Quiz 10 on Chapters 19 & 20.	Sunday November 10th Sunday November 10th	
WK 12 Nov. 11th To Nov. 17th	Chapter 21: Managing Small Business Operations.	Discussion Board – WK12 WK12 Quiz 11 on Chapter 21.	Sunday November 17th Sunday November 17th	
WK 13 Nov. 18th To Nov.24th	Chapter 22: Managing Assets.	Discussion Board – WK13 WK13 Quiz 12on Chapter 22. Final Business Plan Due Wednesday November 20th.	Sunday November 24th Sunday November 24th Wednesday November 20th	
FALL BREAK	Nov 25 th – Dec 1st	Have a Great Break		
WK 14 Dec. 2nd To Dec.6th	Chapter 23: Managing Risk.	Discussion Board – WK14 WK14 Quiz 13 on Chapter 23.	Wednesday December 4th Friday December 6th	
WK 15 Dec. 9th To Dec. 11th	Final Exam Week	Final Exam Opens Monday December 9th and Closes Wednesday December 11th.	Final Exam Due Wednesday December 11th.	Do Not Wait