

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](mailto: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](mailto:todds@canton.edu)

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**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	<b>3</b>
# Lecture Hours per Week	<b>3</b>
# 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	3.1 Relate 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..	3.1 Relate 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.	3.1 Relate 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	<b><u>Institutional Student Learning Outcomes</u></b> <b><u>[ISLO 1 – 5]</u></b>
ISLO #	ISLO & Subsets
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

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

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

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	<b>Syllabus &amp; Chapter 1:</b> Entrepreneurial Life.  <b>Chapter 2:</b> 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	<b>Chapter 3:</b> Starting a Small Business.	Discussion Board – WK2  WK 2 Quiz 2 on Chapter 3	Sunday September 8 <sup>th</sup> .  Sunday September 8 <sup>th</sup> .	
WK 3 Sept. 9th To Sept.15th	<b>Chapter 4:</b> Franchises & Buyouts.  <b>Chapter 5:</b> The Family Business.	Discussion Board – WK3  WK 3 Quiz 3 on Chapters 4 & 5	Sunday September 15 <sup>th</sup> .  Sunday September 15 <sup>th</sup> .	
WK 4 Sept. 16th To Sept. 22nd	<b>Chapter 6:</b> 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	<b>Chapter 7:</b> The Marketing Plan.	Discussion Board – WK5  <b>Marketing Plan Assignment</b>  WK 5 Quiz 5 on Chapter 7	Sunday September 29 <sup>th</sup> .  Sunday September 29 <sup>th</sup> .  Sunday September 29 <sup>th</sup> .	
WK 6 Sept. 30th To Oct. 6th	<b>Chapter 8:</b> The Organizational Plan.	Discussion Board – WK6  WK 6 Quiz 6 on Chapter 8	Sunday October 6th  Sunday October 6 <sup>th</sup>	
WK 7 Oct. 7th To Oct. 13th	<b>Chapter 9:</b> The Location Plan.  <b>Chapter 10:</b> Understanding Financial Statements	Discussion Board – WK7  <b>Mid-Term Exam – Chapters 1,2,3,4,5,6,7,8,9,10</b>	Sunday October 13 <sup>th</sup>  <b>Wednesday</b> October 9th	
WK 8 Oct. 14th To Oct 20th	<b>Chapter 11:</b> Forecasting Financial Requirements.  <b>Chapter 12:</b> 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	<b>Chapter 14:</b> Building Customer Relationships.	Discussion Board – WK9  WK9 Quiz 8 on Chapter 14.	Sunday October 27th  Sunday October 27th	
WK10 Oct. 28th To Nov. 3rd	<b>Chapter 15:</b> Product Development & Supply Chain.  <b>Chapter 18:</b> 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	<b>Chapter 19:</b> Professional Management & the Small Business.  <b>Chapter 20:</b> 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	<b>Chapter 21:</b> 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	<b>Chapter 22:</b> Managing Assets.	Discussion Board – WK13  WK13 Quiz 12on Chapter 22.  <b>Final Business Plan Due Wednesday November 20<sup>th</sup>.</b>	Sunday November 24th  Sunday November 24th  <b>Wednesday November 20th</b>	
<b>FALL BREAK</b>	Nov 25 <sup>th</sup> – Dec 1st	Have a Great Break		
WK 14 Dec. 2nd To Dec.6th	<b>Chapter 23:</b> Managing Risk.	Discussion Board – WK14  WK14 Quiz 13 on Chapter 23.	Wednesday December 4th  Friday December 6th	
WK 15 Dec. 9th To Dec. 11th	<b>Final Exam Week</b>	<b>Final Exam</b> Opens Monday December 9th and Closes Wednesday December 11th.	<b>Final Exam Due Wednesday December 11th.</b>	Do Not Wait