

**COURSE INFORMATION**

College

Date: **SEPTEMBER 1998**

A: Division: **INSTRUCTIONAL**

New Course:

B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION**

Revision of Course **MARCH 1975**

Program: **HABITAT RESTORATION**

Information form:

Subject & Course No.

Descriptive Title

Semester Credit

Revisions: am with an introduction to the al-aspects of the start-up and management. 1998-01. Sections: B, F, G, I, N, O, P, Q, R. on a new venture. Topics include: Business plan development, financing a business, marketing, financial management, and and communications. Emphasis will be placed on the start-up of a small business consulting practice.

F: Calendar Description: This course provides students in the

Summary of Habitat Restoration Program theoretical and practical

G: Type of instruction: Hrs per week

H: Course Prerequisites:

Lecture: 3 Hrs. nil

Laboratory: Hrs.

Seminar: 1 Hrs.

I: Course Corequisites:

Clinical Experience: Hrs.

Field Experience: Hrs.

Shop: Hrs.

Studio: Hrs.

Student Directed Learning: Hrs.

J: Course for which this Course is a Prerequisite:

nil

Other (Specify)

TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Pruderson, Wesley D. Small Business Management, 2nd Edition

**OBJECTIVES**

**O: LEARNING OUTCOMES**

demonstrated the ability to:

The learner has reliably demonstrated the ability to:

1. prepare financial statements using computerized spreadsheets;

1. develop preliminary market research;

2. evaluate a consulting business;

2. determine market potential;

3. start a small business;

3. develop a business plan;

4. describe the legal requirements to start a business;

5. identify sources of financing;

6. develop a marketing plan;

7. develop a promotional campaign;

8. develop a budget;

9. describe the elements of systems relating to accounting, payroll, and cash handling;

10. demonstrate an understanding of financial control techniques;

11. describe and demonstrate the methods of hiring and training of employees;

12. describe and illustrate principles of effective personnel management relative to leadership and communication styles;

**P: COURSE CONTENT**

1. The Small Business Decision

- personal capabilities evaluation

2. Evaluation of Business Opportunity

- non-quantitative assessment
- steps in quantitative assessment

3. Financing Alternatives

3. Organizing a Business

- business plan components

legal requirements

forms of business ownership

- small business plan checklist

4. Financing the Small Business

- equity and debt financing
- government programs

5. Marketing Management

- marketing plan
- marketing checklist

6. Financial Management

fundamentals of small business accounting  
 budgets  
 financial planning and operations control

7. Personnel Management

Personnel Management

- best practices in personnel management

**Q: METHOD OF INSTRUCTION**

Lectures, seminar discussions, case study analysis, role playing and business plan projects

**R: COURSE EVALUATION**

Midterm Examination	20%
Group Project	15%
Business Plan (10% before midterm)	20%