

JAMESTOWN COMMUNITY COLLEGE
State University of New York

MASTER COURSE SYLLABUS

Course Title: Small Business Management

Course Abbreviation and Number: ENT 1440

Credit Hours: 3

Course Type: Lecture

Course Description: Students will have an opportunity to develop the knowledge and skills needed by the business owner in the areas of marketing, management, and communications. Students will learn to identify potential customers, define target markets, and plan appropriate promotional strategies. In the area of business management, students will learn about employee behavior, motivation, leadership, building effective teams, interpersonal relationships, and employment laws and regulations. Other issues to be discussed will include personal image, professionalism, and customer service as well as effective networking, information and communication technology, and effective business writing. Students will be required to complete a segment of the business plan as it relates to this course.

Eligibility: ENG 1510 without supports or Corequisite: ENG 1510 with supports.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Demonstrate an understanding of the importance of effective marketing for entrepreneurial ventures.
 2. Construct a management plan that demonstrates the importance of effective management in small business.
 3. Apply business communication skills in order to convey information to internal and external stakeholders through various forms of communication technology.
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Topics Covered:

THE ENTERPRISE ENVIRONMENT

- Introduction
- Defining and measuring the small business
- Self-employment and the small business
- Government and small business
- Innovation and the small business
- Growth and development in the small business

THE ENTREPRENEUR

- The entrepreneurial process
- The psychology of the entrepreneur
- Gender and entrepreneurship
- Ethnicity and entrepreneurship
- Family and entrepreneurship
- Social entrepreneurship

- Technology entrepreneurship
- Corporate entrepreneurship
- Leadership, entrepreneurship and the management of small firms

THE SMALL BUSINESS

- Networking and the small business
 - Marketing and the small business
 - Finance and the small business
 - Venture capital and the small business
 - Labour management and the small business
 - Strategy and the small business
 - E-commerce and the small business
 - Franchising and the small business
 - Internationalisation and the small business
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Information for Students

- Expectations of Students
 - Civility Statement (<http://www.sunycc.edu/current-students/classroom-civility>)
 - Student Responsibility Statement (<http://www.sunycc.edu/academics/student-responsibility>)
 - Academic Integrity (<http://www.sunycc.edu/faculty-staff/academic-integrity>)
- Disability/Special Services
 - Any student who requires accommodations to complete the requirements and expectations of this course because of a disability should make their needs known to the Coordinator of Accessibility Services, 716.338.1251.
- Emergency Closing Procedures (<http://www.sunycc.edu/student-life/campus-safety/jcc-alert>)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2019