

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Small Business Management

Course Abbreviation and Number: ENT 1440

Credit Hours: 3

Course Type: Lecture

Course Description: Students will have the opportunity to develop the knowledge and skills needed by the business owner in the areas of accounting, marketing, and management. Special emphasis is given to the soft skills needed to succeed in an evolving business environment such as communication, adaptability, self-motivation, and ethical decision-making. Accounting topics include the purpose, design, and use of various financial statements. Additionally, students will learn to define target markets and plan appropriate promotional strategies including digital and social media marketing. Other topics to be discussed include effective team building, networking, and customer service.

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

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Analyze communication and other soft skills relevant to entrepreneurship while identifying personal strengths and areas for growth.
 2. Demonstrate an understanding of basic accounting practices as they pertain to entrepreneurship.
 3. Demonstrate an understanding of the importance of effective marketing for entrepreneurial ventures.
 4. Identify best practices in management and team building as they pertain to small, entrepreneurial ventures.
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Topics Covered:

- Effective communications
 - Soft skills for the business environment
 - Team building and management strategies
 - Professional networking
 - Small business accounting and finance
 - Digital and social media marketing
 - Customer service
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- 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 2021