MGT 120
SMALL BUSINESS MANAGEMENT

COURSE DESCRIPTION
This course is a study of small business management and organization, forms of ownership, and the process of preparing a business plan and starting a new business.

3 Credits
Prerequisites: ACC 101, BUS 101, MGT 101, MKT 101, or instructor approval.

COURSE FOCUS
The focus of this business capstone course is the preparation of business plan to start a new business. Students work individually or in small teams and submit a written plan along with an oral presentation.

TEXT AND REFERENCES.

COURSE GOALS
The following list of course goals will be addressed in the course.

1. recognize Entrepreneurship benefits
2. recall varieties Entrepreneurship
3. list pros and cons franchises
4. identify various types startup ideas
5. evaluate potential new opportunities
6. understand entrepreneurial characteristics
7. document appropriate legal issues
8. evaluate benefits e-commerce
9. discuss framework integrity
10. estimate startup funding
11. outline key sections business plan
12. participate classroom discussions
13. configure company management structure
14. identify sources external financing
15. choose proper distribution strategy
16. exhibit constructive teamwork  
17. recognize psychological customer influences  
18. apply debt and equity financing  
19. assess appropriate business locations  
20. apply mark-up based price system  
21. develop marketing strategy  
22. describe Customer Relationships  
23. consider benefits customer credit  
24. consider personal selling applications  
25. determine appropriate pricing strategy  
26. distinguish pricing strategies  
27. calculate break-even price point  
28. identify target market segments  
29. explain sociological customer influences  
30. compose advertising objectives  
31. estimate market potential  
32. draw product life cycle chart  
33. document marketing plan  
34. distinguish various branding strategies  
35. prepare promotional plan  
36. consider impact global forces  
37. determine business management structure  
38. outline human resource functions  
39. calculate 3 years income statement  
40. prepare 3 year balance sheet  
41. prepare monthly and 3 year cash flow statement  
42. classify business risks  
43. evaluate financial performance  
44. write complete business plan  
45. present key concepts business plan  
46. integrate previous business learnings

**STUDENT CONTRIBUTION**

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class and participation in class discussions greatly enhances the learning experience for all students.

**COURSE EVALUATION**

Your grade will be based on the percentage of point’s earned/the total number of points possible.

The grading scale for this course is as follows:

- 90-100=A
- 80-89=B
- 70-79=C
- 60-69=D
- 0-59=F

*The Instructor reserves the right to modify the number of assignments and/or point totals as needed. The grade scale will not be modified.*
COURSE SCHEDULE
This online course material will be posted weekly. It is the student's responsibility to check Blackboard for new assignments, exams and projects. Please pay attention to assignment deadlines. Late work will not be accepted. Please see Blackboard for the schedule of coursework and assignment deadlines.

Approved by: ___________________________ Developed/Revised: 1/06/2014
Ken Flick, Division Dean for Business/Industrial Division
ADA STATEMENT
The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its
dservices, programs, activities, education and employment for individuals with disabilities. To request disability
accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days
of the academic term.

ACADEMIC MISCONDUCT
There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct
themselves with dignity and to maintain high standards of responsible citizenship.

It is the student’s responsibility to address any questions regarding what might constitute academic misconduct to the
course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code
and Grievance Procedure are provided in the TCL Student Handbook, the Division Office, and the Learning Resources
Center.

ATTENDANCE
The College’s statement of policy indicates that students must attend ninety percent of total class hours or they will be
in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester
  must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in and communicate with the instructor within the
  first ten calendar days from the start of the semester to indicate attendance in the class. Students not
  attending class during the first ten calendar days from the start of the semester must be dropped from
  the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is
the student’s responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have
consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST
withdrawal the student with a grade of “W”, “WP”, or “WF” depending on the date the student exceeded the allowed
absences and the student’s progress up to the last date of attendance

or

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to
continue in the class and make-up the work. This exception must be documented at the time the allowed absences are
exceeded.

Absences are counted from the first day of class. There are no “excused” absences. All absences are counted, regardless
of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL’s STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division
Office and in the Learning Resources Center.

HAZARDOUS WEATHER
In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff
traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ
98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1,
EMERGENCY TEXT MESSAGE ALERT
Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp