Technical College of the Lowcountry
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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

Small Business Management for the Technical College of the Lowcountry looseleaf). 16th Edition. Longenecker, Petty, Palich, Hoy. Cengage Publishing. ISBN 978-1285-8822-08

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: __Kenneth Flick_____Developed/Revised: 1/5/2014
                        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 services, 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, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

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

SYLLABUS SAFETY ADDENDUM

Purpose

The purpose of this safety addendum is to provide each student with safety guidelines during an incident, emergency, or disaster at TCL. In addition, it provides students guidelines for lockdown procedures, evacuation procedures, and active shooter.

Definition

An incident is any event, potential or actual, that may impact normal operations but has no immediate health or life threatening consideration or serious effect on the overall functional capacity of the College. An event of this nature should be reported to the Office of the Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

An emergency is any incident, potential or actual, which may endanger life or health or which affects an entire building or buildings, and will disrupt the overall operations of the College. Outside emergency services will probably be required, as well as major efforts from campus support services. Major policy considerations and decisions will usually be required from the college administration during times of crises. An emergency should be reported immediately by directly using **911** if life or health/injury considerations exist and then to the Office of the President or Vice President for Administrative Services as quickly as possible. Also notify the off-site campus administrator if applicable.

A disaster is any event or occurrence that has taken place and has seriously impaired or halted the operations of the College. In some cases, mass personnel casualties and severe property damage may be sustained. A coordinated effort of all campus-wide resources is required to effectively control the situation. Outside emergency services will be essential. In all cases of disaster, an Emergency Control Center will be activated, and the appropriate support and operational plans will be executed. The disaster should be immediately reported, first by calling **911** and then to the Office of the President or Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

Types of Emergencies

- ➢ Hurricane
- ➢ Tornado
- ➢ Fire
- ➢ Biochemical or Radiation Spill
- ➢ Explosion/Bomb

- ➤ Downed Aircraft (crash which directly impacts campus operations)
- ➤ Utility Failures
- ➤ Violent or criminal behavior
- ➤ Psychological Crisis

Procedures

Active Shooter
Run/hide/fight (http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video)

Building Evacuation
1. Building evacuations occur when an alarm sounds and/or upon notification by Security or the Emergency Director.

2. When the building evacuation alarm is activated during an emergency, individuals should exit according to the building evacuation plan and alert others to do the same.

3. Once outside, individuals should proceed to a clear area that is at least 500 feet away from the affected building. Streets, fire lanes, hydrant areas and walkways should be kept clear for emergency vehicles and personnel.

4. Individuals should not return to an evacuated building unless told to do so by Security or the Emergency Director.

5. Individuals should assist persons with disabilities in exiting the building. Elevators are reserved for disabled persons

Campus Evacuation
1. A uniformed Security Guard, the Emergency Director, or an Emergency Resource Team member will announce evacuation of all or part of the campus grounds.

2. All persons (students and staff) are to immediately vacate the campus, or in the case of a partial evacuation relocate to another part of the campus grounds as directed.

Lockdown
1. Clear the halls
2. Report to the nearest classroom/office
3. Assist those needing special assistance
4. Ensure classroom/office doors are closed and locked
5. Turn off lights
6. Stay away from doors and windows (out of the line of sight)
7. BE QUIET and follow instructor's directions
8. Silence cell phones
9. Wait for the "All Clear" before leaving