

NC 663: PRINCIPLES OF SMALL BUSINESS MANAGEMENT

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Total Contact Hours:	24
Lecture Hours :	24
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	48
Strongly Recommended:	Intermediate English language, math, and comprehension skills.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

The Principles of Small Business Management course is a practical and down-to-earth approach to planning, organizing, and running a small business. While employing current research and theory, its pragmatic “how-to” perspective illustrates many practical examples and applications from the business world. It explains how to achieve optimum benefits from the limited resources available to small firms, as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business. 24 lecture hours.

Course Objectives

- Develop appropriate business skills for starting a business in California.
- Learn the necessary personality traits to become a successful family business owner.
- Start a business by identifying the customer’s needs for a specific product or service.
- Learn about the different forms of business ownership: sole proprietor, partnership, and corporation.
- Learn how to write a business plan.
- Learn about the advantages and disadvantages of good government relations.
- Discover the options of creating or purchasing a franchise.
- Implement effective planning, organizing, and maintaining a small business.
- Learn about basic accounting financial statements.
- Learn appropriate ways of communicating with customers, employees, suppliers, etc.
- Learn about social media (digital) advertising for marketing of products and services.
- Identify means of raising capital for starting a business.
- Learn to thrive and flourish in a competitive business environment.

- Understand financial tools, including risk management, insurance, and crime prevention.

Major Course Content

Entrepreneurs and Small Business:

1. **The Dynamic Role of Small Business**
 - a. Chapter 1: Starting Your Small Business
 - b. Chapter 2: Family-Owned Businesses
 - c. Chapter 3: Forms of Ownership of Small Businesses
 - d. Chapter 4: Maintaining Good Government Relations and Business Ethics
2. **How to Plan and Organize a Business**
 - a. Chapter 5: Create, Buy, or Franchise a Small Business
 - b. Chapter 6: Planning, Organizing, and Managing a Small Business
 - c. Chapter 7: How to Obtain the Right Financing for Your Business
3. **How to Market Goods and Services**
 - a. Chapter 8: Developing Marketing Strategies
 - b. Chapter 9: Promoting and Distributing
4. **How to Organize, Manage, and Operate the Business**
 - a. Chapter 10: How to Obtain and Manage Human Resources and Diversity in Small Companies
 - b. Chapter 11: How to Maintain Relationships with Your Employees and Their Representatives
 - c. Chapter 12: Obtaining and Laying Out Operating Facilities
 - d. Chapter 13: Purchasing, Inventory, and Quality Control
5. **Basic Financial Planning and Control**
 - a. Chapter 14: Basic Financial Planning
 - b. Chapter 15: Budgeting and Controlling Operations and Taxes
 - c. Chapter 16: Risk Management, Insurance, and Crime Prevention

Suggested Reading Other Than Required Textbook

Materials supplied and/or created by the instructor (e.g., PowerPoint and Voice thread presentations, handouts, videos, websites, documents)

Examples of Required Writing Assignments

Paragraph(s) on application of learned theories to personal work setting

Examples of Outside Assignments

Role-play project and in-class online presentations

Instruction Type(s)

Lecture, Online Education Lecture