

Adams State College Extended Studies

BUS 365: SMALL BUSINESS MANAGEMENT

INSTRUCTOR: Allan McConnell
PHONES: 1-719-549-3245 – Days
1-719-547-0165 – Evenings/Weekends
1-719-547-8486 – Fax
MAILING ADDRESS: Allan McConnell
379 Liberty Point Place
Pueblo West, CO 81007
E-MAIL: msifdp@earthlink.net or Allan.McConnell@pueblocc.edu (preferred method of contact).

SEMESTER CREDIT HOURS: 3 Semester Credit Hours

COURSE DESCRIPTION: The practical analysis of problems faced by a small business with emphasis on techniques of starting, financing, and managing a successful operation. Business plan required.

PREREQUISITES: BUS 207: Introduction to Accounting I, BUS 208: Introduction to Accounting II, BUS 304: Principles of Marketing, and BUS 361: Principles of Management.

REQUIRED TEXT:

Scarborough, N. & Zimmerer, T. (2003). *Effective small business management – An entrepreneurial approach* (7th ed.) Saddle River, NJ: Prentice Hall, ISBN: 0-13-008116-7.

INSTRUCTOR BIOGRAPHY: Allan McConnell has been operating his own businesses for the past 20+ years in addition to teaching both undergraduate and graduate courses for several different colleges and universities for most of that time. He has been an independent business consultant for over 15 years and has consulted with over 650 businesses in the Rocky Mountain Region plus Texas and Arizona. He has been published nationally in magazines, written and produced and successfully marketed three books and one audiotape, and written and produced and successfully marketed an audiotape series on goal setting for couples in partnership with his wife.

COURSE OBJECTIVES: By the end of the course the student will understand:

- The challenges of entrepreneurship and small business management
- The value of proper venture planning and writing it all down in a business plan
- The importance of developing a precise and practical marketing plan
- The need to build a firm financial plan and being able to control cash flow
- Choosing the appropriate location for the venture being considered
- Managing a small business, both day-to-day and strategically
- Managing employees, frequently the most challenging part of operating a small business
- Working through the legal aspects of running a business

COURSE STRUCTURE: The course contains the following elements: 1 Course Plan, 9 Lessons, 2 Exams, and 1 Business Plan.

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the "ASC Bookstore" icon. Use **Section Number: 630** to order books from the Bookstore site.

SUMMARY OF POINTS:

Course Plan	30 points
Lessons, 9 @ 30 points each	270 points
Exam 1	200 points
Exam 2	200 points
Business Plan	<u>400 points</u>
TOTAL	1,100 points

GRADING:

A	990 – 1100 points
B	880 – 989 points
C	770 – 879 points
D	660 – 769 points
F	less than 660 points

Any questions concerning the course itself should be submitted directly to the instructor at his e-mail addresses of msifdp@earthlink.net or Allan.McConnell@pueblocc.edu.