

**Fond du Lac Tribal and Community College  
COURSE OUTLINE FORM**

**01/21/16**

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

**1. Prepared by:** \_\_\_\_\_

**2. Date submitted:** \_\_\_\_\_

3. Date approved: 04/06/07 Date revised 09/28/17

**4. Department/discipline:** Business

**5. Department(s) endorsement(s):** \_\_\_\_\_

**(Signatures of the person(s) providing the endorsement are required.)**

6. Course Title: Small Business Management

Abbreviated course title (25 characters or less): \_\_\_\_\_

7. Course Designator: MKTG 8. Course Level: 1020

9. Number of Credits: Lecture 3 Lab \_\_\_\_\_

10. Control Number (on site) 40 Control Number (online) \_\_\_\_\_

11. Catalog/Course description:

This course stresses basic techniques in starting or buying a small business and successful operation procedures. The course includes financial planning, location, decision making, cost analysis, marketing, labor budgets, advertising, plus problems of stock control, taxes and insurance. Activities may be assigned in a business setting to develop skills related to managing a small business.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

Byrd, M. (2018). Small Business Management (8e). *McGraw Hill Education*.  
Study Guide/Lab Guide developed by the instructor.  
Journal.

14. **Course Content** (Provide an outline of major topics covered in course)

1. Entrepreneurship and Small Business
2. The business plan for small enterprises
3. Small business financial management
4. Small business marketing; global strategies
5. Small business management issues (succession planning, risk management, etc)

## 15. Learning Goals, Outcomes, and Assessment

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcomes will fulfill the identified competencies.

Course Learning Outcomes.

Upon completion of this course, the student will be able to:

- 1. Analyze the current context of entrepreneurship, including its competitive advantages and SBA standards of definition. (A, B, C)
- 2. Describe the importance of small business development to the local community. (A, B, C, D)
- 3. Explain risk management for a small firm, including insurance and risk classification. (B, C)
- 4. Identify and evaluate new business startup ideas, including takeovers and franchising. (A, B, C, D)
- 5. Estimate the market potential for a small business; describe the nature of its marketing research. (A, B, C)
- 6. Explain social responsibility, ethics, and environmental issues for a small business. (A, B, C, D)
- 7. Explore the possibilities and opportunities regarding business development on or near the local Fond du Lac Reservation. (A, B, C, D)

16. **Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See [www.mntransfer.org](http://www.mntransfer.org)

Goal Area(s): \_\_\_\_\_

Does this course require additional material for specific program requirements?  
If yes, please provide.

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