

Bossier Parish Community College
Master Syllabus

Course Prefix and Number: BADM 216

Credit Hours: 3-3-0

Course Title: Small Business Entrepreneurship

Course Prerequisites: None

Textbook: KATZ, ECOMM Connect for Entrepreneurial Small Business, 7th ed.
ISBN: 9781265194642

Course Description: Small Business Entrepreneurship is designed to provide students with the competencies necessary to prepare them for successful business ownership. This course includes the study of entrepreneurial characteristics, business ethics, basics of financing, marketing fundamentals, product considerations, location and layout concerns, pricing decisions, promotion strategies, and management concepts.

Learning Outcomes:

At the end of this course, the student will or will be able to

- A. explain the basic concepts leading to success in small business entrepreneurship;
- B. explain the legal environment of small business;
- C. identify the financial statements maintained in a small business;
- D. explain the fundamentals of marketing in a small business;
- E. apply the concepts of management and human resource management for a small business; and;
- F. understand the importance of a business plan.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. Identify terminology related to entrepreneurship (A, B, C, D, E, F);
2. Identify the major factors contributing to the success of a small business (A, B, C, D, E, F);
3. Describe the purposes and components of the business plan (A, C, F);
4. Identify the factors to consider when choosing a financial plan (A, B, C);
5. Analyze the components of a balance sheet, income statement, and cash flow statement (A, C);
6. Describe the importance of marketing and the factors that affect the marketing mix (A, D);
7. Identify the functions and leadership styles of management (A, E); and
8. Identify ways to maximize employee performance (A, E).

Course Requirements:

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device), Microsoft Office, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.
- Students are required to use BPCC's LMS and are encouraged to use the BPCC Library to research topics and employment opportunities.

Course Grading Scale:

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

Attendance Policy:

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

Course Fees: This course is accompanied with an additional non-refundable fee for supplemental materials, laboratory supplies, software licenses, certification exams and/or clinical fees.

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Coordinator for SECTION 504 AND ADA

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Equity/Compliance Coordinator

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Human Resources Office, A-105

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