

Bossier Parish Community College Master Syllabus

Course Prefix and Number: BADM 216

Credit Hours: 3

Course Title: Small Business Entrepreneurship

Course Prerequisites: None

Textbook: KATZ, ECOMM Connect for Entrepreneurial Small Business, 5th ed. (2018)

This text is electronically included in your CANVAS course. A paper version may be obtained but is not required.

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, and F).
2. Identify the major factors contributing to the success of a small business (A, B, C, D, E, and 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).
8. Identify ways to maximize employee performance (A, E).

Course Requirements:

- A. Students will receive a document called a Section Syllabus which outlines the specific course requirements related to successful completion of this class.
- B. The Section Syllabus will specify requirements related to the delivery of the course in a face to face, online, or Hybrid (combination of face to face and online) environment.

Course Grading Scale:

- A. Letter grades will be assigned based on a ten point grading scale (90-100 = 'A', 80-89='B', 70-79='C', 60-69='D', 0-59='F').
- B. Instructors will give at least four major tests.
- C. Instructors may give unannounced quizzes and/or grade homework assignments.

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Course Fees: This course is accompanied with an additional fee for supplemental materials.

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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