



One College Drive, Blythe CA 92225
(760) 921-5500

Course Control Number: CCC000588201		
Course Outline Approval Dates		
Modality	Curriculum Committee	Board of Trustees
Face-to-face	4/11/19	5/14/19
Correspondence Ed.	4/11/19	5/14/19
Distance Ed.	4/11/19	5/14/19

COURSE OUTLINE OF RECORD

Course Information

Course Initiator: Sarah Frid			
CB01 - Subject and Course #: MAN 107			
CB02 - Course Title: Small Business Management			
New Course: <input type="checkbox"/>		Non-Substantial: <input checked="" type="checkbox"/>	
		Substantial: <input type="checkbox"/>	
Articulation Request: <input type="checkbox"/> UC		<input checked="" type="checkbox"/> CSU	
		<input type="checkbox"/> CSU-GE	
		<input type="checkbox"/> IGETC	
Lecture Hours: 54		Laboratory Hours:	
		Clinical/Field Hours:	
CB06/CB07: Course Units: 3.0			
Prerequisites:			
Co-requisites:			
Advisories: Requires college-level skills in critical thinking and writing.			
CB03 - TOP Code:		0506.00 - Business Management	
CB04 - Credit Status:		D - Credit - Degree Applicable	
CB05 - Transfer Status:		B - Transferable to CSU only	
CB08 - Basic Skills Status:		N - Course is not a basic skills course	
CB09 - SAM Priority Code:		B - Advanced Occupational	
CB10 - Cooperative Work:		N - Is not part of Cooperative Work Experience Education Program	
CB11 - Course Classification:		Y - Credit Course	
CB13 - Approved Special:		N - Course is not a special class	
CB21 - Prior Transfer Level:		Y - Not Applicable	
CB22 - Noncredit Category:		Y - Credit Course	
CB23 - Funding Agency:		Y - Not Applicable	
CB24- Program Status:		1 - Program Applicable	
Transfer Request:		B= CSU only	

Please select the appropriate box(s) of the modalities in which this course will be offered, and fill out the appropriate sections for that mode.

- ☒ Face-to-Face – Section B
- ☒ Correspondence Education – Section C
- ☒ Distance Education – Section D

JUSTIFICATION OF NEED:

MAN 107 is a requirement for both the A.S. Degree and the Certificate of Achievement in Business Management and may be used to satisfy a required business course in the area of emphasis of the A.A. Degree in Business and Technology. It is transferable as an elective to CSU.

CATALOG DESCRIPTION:

Factors in business success and the advantages and disadvantages of business ownership are analyzed. Problems of finance, location, layout and equipment buying, policies, pricing, advertising sales promotion, expense and inventory control, records and record keeping, and employee relations are discussed.

COURSE OBJECTIVES:

1. List the advantages and disadvantages of being an entrepreneur and the opportunities and challenges which exist within our economic system for a typical small business.
2. List the key components of a business plan and the essential questions which such a plan must address.
3. List the elements which must be considered in setting prices for a product or service and the need for advertising and promotion in various forms of media.
4. List the opportunities and challenges facing a small business involved in international commerce.
5. List the steps in conducting a search for personnel and problems found in the area of human resource management in a growing company.
6. Lead a discussion about the importance of quality control and the control of inventories and layout of physical facilities for a small business.
7. Define the impact of technology on a small business and the use of E-commerce to gain a competitive edge.

STUDENT LEARNING OUTCOMES:

1. Describe the forms of business ownership and list the advantages and disadvantages of creating a business, buying an existing business, or franchise.
2. Demonstrate how to create a marketing plan, financial plan, and cash flow statement.
3. Demonstrate an understanding of risk management, ethics, and social responsibility within our legal and governmental regulatory environment.

A. COURSE OUTLINE AND SCOPE

1. Outline of topics or content:

1. Entrepreneurship in America
2. Strategic Management and the Entrepreneur
3. Forms of Business Ownership
4. Starting Your Own Business, Buying an Existing Business or Franchise
5. Marketing and Financial Plans and the Importance of Controlling Cash Flow
6. Crafting a Business Plan
7. Product/Service Pricing and Creative Use of Advertising and Promotion
8. Sources of Equity and Debt Financing and the Advantages and Disadvantages of Each
9. Quality Control, Vendor Analysis, Physical Facilities and Inventory Control
10. Technology Use to Gain a Competitive Edge
11. Human Resource Management
12. Ethics, Social Responsibility and the Legal Regulatory Environment of the Entrepreneur

2. If a course contains laboratory or clinical/field hours, list examples of activities or topics:

3. Examples of reading assignments:

Textbooks

Special readings in business publications and journals as assigned by instructor

4. Examples of writing assignments:

2-3 page analyses of case studies and other questions based on readings, class lectures and class discussions.

5. Appropriate assignments to be completed outside of class:

Readings from the Textbook and Written Assignments.

6. Appropriate assignments that demonstrate critical thinking:

Problem solving and analyzing key problems and issues. Writing persuasive and credible arguments supporting a particular strategy.

7. Other assignments (if applicable):

As determined by the instructor, such as oral reports in class.

☐ Check if Section B is not applicable

B. FACE-TO-FACE COURSE SECTIONS:

Face-to-face education

Is a mode of delivery in which instruction is delivered in a traditional classroom setting, with instructor and students located simultaneously in the same classroom facility.

1. Describe the methods of instruction:

Lecture, discussion, role-play simulations

2. Describe the methods of evaluating of student performance.

Written analysis of case studies and independent studies.

Exams, oral reports in class, and class participation.

3. Describe how the confidentiality of the student's work and grades will be maintained.

Instructors shall make reasonable efforts to protect the confidentiality of students' grades and graded work consistent with practices described in the Family Education Rights and Privacy Act (FERPA).

4. If the course has a lab component, describe how lab work is to be conducted and how student work is to be evaluated.

NOTE: Students will be encouraged by instructors of this course to direct themselves to the College's Disabled Students' Programs and Services (DSP&S) department if they believe they have a learning disability.

☐ Check if Section C is not applicable

C. CORRESPONDENCE EDUCATION COURSE SECTIONS (Correspondence, hybrid correspondence)

Correspondence education

is a mode of delivery in which instructional materials are delivered by mail, courier or electronic transmission to students who are separated from the instructor by distance. Contact between instructor and students is asynchronous.

Hybrid correspondence education

is the combination of correspondence and face-to-face interaction between instructor and student.

1. Describe the methods of instruction.

Instructor-student contact in Correspondence sections is maintained through conventional mail and couriers. Instruction would include reading and responding to work submitted by students and providing them with periodic progress reports.

2. Describe the methods of evaluating student performance.

Correspondence methods of evaluation of student performance may include quizzes, exams, written assignments, and portfolio projects.

3. Describe how regular, effective contact between the instructor and a student is maintained.

Regular, effective contact includes, but is not limited to, exams; quizzes; essays; research papers; graded homework assignments; syllabus receipt; office hours; instant messaging; and synchronous online discussions, e-mails, letters, notes, phone calls, or postings on the Bridge between instructor and student.

4. Describe procedures that help verify the individual submitting class work is the same individual enrolled in the course section.

Consistent with policy elements listed in the ACCJC's "Policy on Distance Education and on Correspondence Education," the College verifies the identity of a student who participates in class or coursework by using, at the College's discretion, such methods as

a secure log-in and password, proctored examinations, or other technologies or practices that are developed and effective in verifying each student's identification.

5. Describe procedures that evaluate the readiness of a student to succeed in a correspondence or hybrid correspondence course section.

The procedure might consist of a short assessment questionnaire prepared by the instructor and self-administered by the student. The questionnaire would evaluate areas such as working independently, adhering to timelines, and familiarity with working online and with computer technology. The student would use the resulting score to evaluate his or her readiness to take the course in a correspondence or hybrid correspondence instructional mode.

6. Describe how the confidentiality of the student's work and grades will be maintained.

Instructors shall make reasonable efforts to protect the confidentiality of students' grades and graded work consistent with practices described in the Family Education Rights and Privacy Act (FERPA).

7. If the course has a lab component, describe how lab work is to be conducted and how student work is to be evaluated.

8. If the course requires specialized equipment, including computer and computer software or other equipment, identify the equipment, and describe how it is to be accessed by students.

Note: Students will be encouraged by instructors of this course to direct themselves to the College's Disabled Students' Programs and Services (DSP&S) department if they believe they have a learning disability.

☐ Check if Section D is not applicable

D. DISTANCE EDUCATION COURSE SECTIONS (online, ITV, hybrid)

Online education

is a mode of delivery in which all instruction occurs online via the Internet. Student and instructor access to email and the Internet is required. Students are required to complete class work using email, chat rooms, discussion boards and other instructional online venues.

Interactive television (ITV)

is a mode of synchronous delivery in which instruction occurs via interactive television (closed circuit).

Hybrid instruction

is a combination of face-to-face instruction and online instruction.

1. Describe the methods of instruction.

ITV will provide lecture, whiteboard (and/or Smartboard) demonstration, visual aids, homework, problem solving, and discussion of managerial implications and objectives with regard to financial objectives of recordkeeping. Online will provide pre-recorded lectures and demonstrations, visual aids, homework, problem solving and online discussion board of managerial implications and

objectives with regard to financial objectives of recordkeeping. Hybrid will be a combination of both methods.

2. Describe the methods of evaluating of student performance.

evaluation of student performance may include quizzes, exams, written assignments, and portfolio projects.

3. Describe how regular, effective contact between the instructor and a student is maintained.

Regular, effective contact includes, but is not limited to, exams; quizzes; essays; research papers; graded homework assignments; syllabus receipt; office hours; instant messaging; online discussions; e-mails; letters; notes; phone calls; or postings on the Bridge between instructor and student.

4. Describe procedures that help verify the individual submitting class work is the same individual enrolled in the course section.

Consistent with policy elements listed in the ACCJC's "Policy on Distance Education and on Correspondence Education," the College verifies the identity of a student who participates in class or coursework by using and the College's discretion, such methods as a secure log-in and password, proctored examinations, or other technologies or practices that are developed and effective in verifying each student's identification.

5. Describe procedures that evaluate the readiness of a student to succeed in an online, ITV or hybrid course section.

The procedure might consist of a short assessment questionnaire prepared by the instructor and self-administered by the student. The questionnaire would evaluate areas such as working independently, adhering to timelines, and familiarity with working online and with computer technology. The student would use the resulting score to evaluate his or her readiness to take the course in an online, ITV or hybrid instructional mode.

6. Describe how the confidentiality of the student's work and grades will be maintained.

Instructors shall make reasonable efforts to protect the confidentiality of students' grades and graded work consistent with practices described in the Family Education Rights and Privacy Act (FERPA).

7. If the course has a lab component, describe how lab work is to be conducted and how student work is to be evaluated.

8. If the course requires specialized equipment, including computer and computer software or other equipment, identify the equipment, and describe how it is to be accessed by students.

Note: Students will be encouraged by instructors of this course to direct themselves to the College's Disabled Students'

Programs and Services (DSP&S) department if they believe they have a learning disability.

E. REPRESENTATIVE TEXTBOOKS AND OTHER READING AND STUDY MATERIALS:
List author, title, and current publication date of all representative materials.

Longenecker, Small Business Management, 18ed, 2016 or most recent edition

SIGNATURES

COURSE INITIATOR: _____

DATE: _____

DIVISION CHAIR: _____

DATE: _____

LIBRARY: _____

DATE: _____

CHAIR OF CURRICULUM COMMITTEE: _____

DATE: _____

SUPERINTENDENT/PRESIDENT: _____

DATE: _____