



Course Descriptor MNGT407 Small Business Management

Proposed Academic Year	2020/21	Last Reviewed Academic Year	2019/20
Course Code	MNGT407	Course Title	Small Business Management
Credit hours	3	Level of study	Undergraduate – Year Three
College / Centre	COBA	Department	Management
Co-requisites	None	Pre-requisites	MNGT201

1. COURSE OUTLINE

This course is designed to prepare students familiarized with precise of small businesses. The emphasis is placed on small businesses characteristic. Thus, the students will acquire knowledge and experience to recognize obstacles; issues and dilemma faced by small and medium businesses in a broad view. Added to that the ability to distinguish and decide enterprise possibilities to improve business quality, productivity as well as working in a team.

2. AIMS

After completing this course, students should be able to:

1. Understanding what entrepreneurship is and how it varies from a small business.
2. Examine small business inner and outer environments: rivals, consumers, suppliers, funding, moral concerns and common social responsibility.
3. Demonstrate the business; financial indicators; marketing, management and financial knowledge needed to perform a small business.
4. Critically explore the related concerns of small business expansion pointing to the prosperity or collapse of small business.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Evaluate the risks associated with a small business opportunity	Lectures, PowerPoint Presentations & Group Discussion	Exam + Participation
2. Discover how to launch and manage a small business	Lectures, PowerPoint Presentations & Group Discussion	Exam + Participation
3. Describe the key elements of a small business venture	Lectures, PowerPoint Presentations & Group Discussion	Exam + Participation
4. Applied analytical, decision-making, and communication skills to problems of managing a small business	Lectures, PowerPoint Presentations & Group Discussion	Exam + Participation
5. To prepare students for decision-making and teamwork.	Lectures, PowerPoint Presentations & Group Discussion	Participation + Final Examination

4. ASSESSMENT WEIGHTING



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Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Participation/ Case Discussion/ Presentation/ Quizz	10
Final Examination	40
TOTAL	100%

5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:

Grading system

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49

6. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)
1	Chapter 1: Small Business: An Overview	3
2	Chapter 2: Small Business Management, Entrepreneurship, and Ownership	3
3	Chapter 2: Small Business Management, Entrepreneurship, and Ownership	3
4	Chapter 4: The Business Plan	3
5	Chapter 5: Franchising	3
6	EXAM 1	3
7	Chapter 6: Taking Over an Existing Business	3



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6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
8	Chapter 7: Starting a New Business	3
9	Chapter 9: Small Business Finance	3
10	Chapter 11: Small Business Marketing: Strategy and Research	3
11	Chapter 12: Small Business Marketing: Product	3
12	EXAM 2	3
13	Chapter 13: Small Business Marketing: Place	3
14	Chapter 14: Small Business Marketing: Price and Promotion	3
15	Chapter 17: Human Resource Management	3
	TOTAL HOURS	48
1 - 15	Plus RECOMMENDED INDEPENDENT STUDY HOURS	48
	TOTAL COURSE HOURS	96

7. RECOMMENDED READING

Core text/s:

Hatten, Timothy S., 2016. Small Business Management: Entrepreneurship and Beyond, 6th Edition; South-Western, Cengage Learning, ISBN-13: 978-0-538-45314-1

Library + online resources:

Scarborough, N.M. (2015), *Entrepreneurship and Effective Small Business Management, Global Edition*, Pearson Education Limited.

Open Educational Resources:

<https://www.sba.gov/learning-center>

<https://isbe.org.uk/>

<https://icsb.org/>