

Montgomery County Community College
MGT 121
Small Business Management
3-3-0

COURSE DESCRIPTION:

Students gain practical knowledge about starting and managing a small business organization. Course topics include the development of a business plan, financial structuring, site selection, marketing strategies and pricing techniques.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Compare the legal forms of small business organization.	Lecture Small and Large Group Discussion Multi-media materials	Assignments Exams Development of Business Plan
2. Explain the key functional areas of small business management.	Lecture Small and Large Group Discussion Multi-media materials	Assignments Exams Development of Business Plan
3. Develop a comprehensive business plan.	Lecture Small and Large Group Discussion Multi-media materials	Development of Business Plan

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Entrepreneurs: The Energizers of Small Business
2. Small Business: Vital Component of the Economy
3. Small Business Competitive Advantage
4. Startup and Buyout Opportunities
5. Franchising

6. Family Business Opportunities
7. Creating the Business Plan
8. The Marketing Plan
9. Planning the Management Team and Physical Facilities
10. Initial Financial Planning
11. Form of Ownership
12. Pricing and Credit Strategies
13. Promotion, Personal Selling and Advertising
14. Distribution Channels

LEARNING MATERIALS:

Longenecker, Moore and Petty. (2017). *Small Business Management*, 18th ed. Cengage.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Eileen Kearney	Date: 3/2005
Revised by: Eileen Kearney	Date: 2/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 9/11/2009

Revised by: Eileen Kearney & Ayisha Sereni	Date: 4/23/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 5/2/2013

Revised by: Eileen Kearney	Date: 2/27/2018
VPAA/Provost or designee Compliance Verification:	Date: 2/28/2018



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.