

Description:

The Small Business Ownership and Management program is designed to teach students how to start and operate a small business. During the course of study, students will learn skills needed in starting, and operating a small business, marketing their products and keeping good financial records. Students will also learn how to do research as well as identify and capture target clients. Additionally, students will be required to write a business plan. Students will learn job search skills, business ethics, appropriate communication skills for the market place, punctuality, and other job retention skills will be enforced at all levels of instruction. To increase understanding and apply their knowledge to a real life situation on a daily basis, students will operate and manage a small business on campus.

Performance Objectives:

Upon completion of the Small Business Ownership and Management program, the student will be able to:

1. \_\_\_\_\_ Develop an understanding of sound business communication skills through phone calls, person to person interaction, mail, and emails.
2. \_\_\_\_\_ Demonstrate positive teamwork, participation and time management skills while working with clients in the business.
3. \_\_\_\_\_ Complete a job application process which will involve writing effective cover letters, resumes, requests for references, thank you letters, and going in front of a panel of judges to be elected for positions in their small business.
4. \_\_\_\_\_ Understand the importance of good interviewing techniques and how to develop good answers for interview questions.
5. \_\_\_\_\_ Understand and be able to generate an organizational chart for a small business and long term plans in response to market trends.
6. \_\_\_\_\_ Understand the process of how to write job descriptions and an employee manual for a small business.
7. \_\_\_\_\_ Illustrate the ability to recognize the various economic systems related to small businesses.
8. \_\_\_\_\_ Understand and analyze the law of supply and demand, financial needs of clients, government and industry regulations.
9. \_\_\_\_\_ Research the purpose of having a good business plan, its components and be able to write a thorough small business plan.
10. \_\_\_\_\_ Demonstrate an understanding of different types of business ownerships, advantages and disadvantages, effects on small businesses and be able to identify different ownerships from the local community.
11. \_\_\_\_\_ Understand effective techniques of sales and marketing, the ability to create a pricing strategy and identifying the need for an effective small business catalog along with flyers, brochures, posters, newsletters and other medium for advertising for a small business.
12. \_\_\_\_\_ Understand the importance of business or visual identity such as logos, slogans, business cards and letterheads to help further strengthen sales and marketing strategies.
13. \_\_\_\_\_ Understand the ethical and legal factors involved in doing business with the government and regulatory agencies such as permits, licenses, copyright laws, protection of business ideas and insurance for small businesses.
14. \_\_\_\_\_ Demonstrate an understanding of the importance of financial management in terms of start up costs, operating costs, doing banking and bank reconciliations, payroll management, preparing taxes and financial statements using software such as Excel or QuickBooks.
15. \_\_\_\_\_ Demonstrate an understanding and importance of learning computer skills such as Microsoft Office (Word, Excel, PowerPoint, Publisher) for normal day-to-day running of a small business.
16. \_\_\_\_\_ Demonstrate an understanding of lifelong skills needed to run a small business such as leadership, civic and social responsibility, commitment, community involvement, networking, motivational, critical thinking, self-respect for others and enhancing self-esteem.

*NOTE: The student has satisfactorily completed the performance objectives initiated by the instructor.*