

COURSE OUTLINE**Course:** 10000 SMALL BUSINESS**Total Course Hours:** 94.50**CBEDS Title:** SMALL BUSINESS**CBEDS #:** 1000**Job Title(s):****Prerequisites:****Course Description:**

This course is designed to teach students to perform marketing and management functions and tasks associated with owning and operating a small business. Students will develop a business plan, learn appropriate customer service and human relation skills and demonstrate positive work habits. Integrated throughout the course are Academic and CTE standards, which include safety, communication, technology, ethics, career planning and other employability skills.

Hours	
Class	OJT

Occupational Competencies

1-7 on the Course Outline are generic to all BVROP courses and include the BVROP Student Outcomes

1.00		1	<u>ORIENTATION</u>	<ul style="list-style-type: none"> A Identifies and discusses course objectives and competencies. B Discusses ROP Student Outcomes. C Explains class attendance and behavior objectives.
1.00		2	<u>HEALTH, SAFETY AND ENVIRONMENTAL MANAGEMENT</u>	<ul style="list-style-type: none"> A Describes accident procedure. B Demonstrates appropriate safety practices (e.g. bending, lifting, etc.). C Demonstrates knowledge of classroom procedures and drills (e.g. earthquake, fire and emergency).
5.00		3	<u>ETHICS AND LEGAL RESPONSIBILITIES</u>	<ul style="list-style-type: none"> A Defines sexual harassment and discusses tactics for handling harassment situations. B Applies appropriate workplace behavior and standards. C Develops a code of ethical conduct and compares ethical and unethical business practices. D Discusses policies and procedures for conducting and documenting financial transactions. E Discusses the importance of confidentiality in consumer and employee transactions. F Identifies ethical considerations relating to conducting business with government and regulatory agencies.
5.00	2.00	4	<u>LEADERSHIP AND TEAMWORK</u>	<ul style="list-style-type: none"> A Describes the characteristics and benefits of teamwork and leadership. B Demonstrates ability to make appropriate decisions. C Works well with others and gives/takes constructive criticism. D Identifies and practices leadership roles and styles. E Identifies the importance of community involvement. F Demonstrates leadership skills in the classroom or workplace with diverse personnel.

Hours	
Class	OJT

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| 10.00 | 2.00 | 5 | <u>CAREER PLANNING</u> | <ul style="list-style-type: none"> A Prepares a finished, professional portfolio showing the best work that has been completed during the class. B Locates job opportunities through the use of want-ads and placement agencies. C Visits at least one facility related to area of training and observes jobs performed. D Completes a job application correctly. E Prepares for and critiques a simulated employment interview. F Discusses employee benefits and rights as related to the specific occupational job area including gender equity and equal opportunity. G Identifies acceptable procedures to leave a job. H Applies for a scholarship. I Completes a professional resume. J Demonstrates appropriate personal grooming and dress. |
| 2.50 | 3.00 | 6 | <u>COMMUNICATION</u> | <ul style="list-style-type: none"> A Uses effective workplace conversation. B Reads and interprets written information and directions. C Practices various forms of written communication appropriate to the occupation. D Demonstrates techniques for dealing with difficult customers. |
| | | 7 | <u>STUDENT OUTCOMES</u> | <ul style="list-style-type: none"> A Demonstrates Occupational Specific, Communication and Critical Thinking Skills B Demonstrates Responsible Work Ethics C Demonstrates Career/Employment Literacy D Demonstrates Effective Use of Technology |
| 2.00 | | 8 | <u>CAREER OPPORTUNITIES</u> | <ul style="list-style-type: none"> A Describes entrepreneurial opportunities. B Writes clear and achievable short and long-term goals. C Researches and develops a list of post-secondary and vocational educational opportunities. D Analyzes the benefits of working "on-the-job" for companies related to your business. |
| 3.00 | | 9 | <u>DETERMINING POTENTIAL AS AN ENTREPRENEUR</u> | <ul style="list-style-type: none"> A Describes and analyzes the characteristics of a successful entrepreneur. B Compares and contrasts personal characteristics to that of an entrepreneur. C Develops public relations strategies to establish and maintain a positive image. D Researches public and private sources of financial information to describe methods for raising capital. E Researches franchising options including operation and profitability. F Lists the advantages and disadvantages of starting your own business. |
| 5.00 | | 10 | <u>ECONOMICS RELATED TO A SMALL BUSINESS</u> | <ul style="list-style-type: none"> A Recognizes various economic systems. B Discusses the impact of a global economy on small business. C Defines economics and the free enterprise system. D Analyzes the economic components that are influenced by the law of supply and demand. E Discusses the financial needs of clients and how those needs change in a dynamic and competitive market. F Analyzes government and industry regulations and how they relate to consumer transactions. |
| 10.00 | | 11 | <u>DEVELOPING A BUSINESS PLAN</u> | <ul style="list-style-type: none"> A States the purpose for having a business plan. B Researches and develops a business plan. C Generates an organizational chart and structure. D Develops long range plans in response to market opportunities. |

Hours	
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3 of 4

2.00	12 CHOOSING THE TYPE OF OWNERSHIP
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- A Compares and contrasts the different types of ownership and advantages and disadvantages of each.
- B Identifies examples of business ownership from own community.
- C Describes Certificate of Incorporation and Articles of Incorporation.

3.00	13 MARKETING FUNDAMENTALS
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- A Discusses the impact of global social and economic conditions on marketing trends.
- B Identifies marketing mix decisions crucial to marketing in a global economy.
- C Evaluates the role of marketing in various economic systems.
- D Designs and evaluates market research.
- E Explains the channels of distribution.
- F Identifies the eight major functions of marketing.
- G Defines the four P's of marketing (market mix).
- H Develops a marketing strategy and identifies target markets.

2.00	14 CHOOSING BUSINESS LOCATION
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- A Evaluates factors to be considered in choosing the business location.
- B Evaluates factors to be considered in deciding if property should be rented, leased or purchased.
- C Discusses a feasibility study.
- D Creates a preliminary floor and location plan as part of a business plan.

2.00	15 FINANCING THE BUSINESS
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- A Explains the importance of financial planning for the success of the business.
- B Lists examples of start-up costs, operating costs, and personal expenses in business plan.
- C Identifies the basic methods of financing a new business.
- D Prepares a projected profit and loss statement.
- E Prepares a projected cash flow statement.
- F Identifies the importance of a good credit rating.
- G Compares the different types of financial institutions.

5.00	16 MANAGING THE FINANCES
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- A Identifies the accounting procedures needed by most businesses.
- B Fills out blank checks and matching checks stubs.
- C Reconciles a bank statement.
- D Computes employee wages.
- E Reviews all the required tax reporting forms and reporting dates for a specified business.
- F Prepares a profit and loss statement, balance sheet, and cash flow statement.
- G Researches computer software applications for small business.
- H Identifies customer credit options and the financial benefits.
- I Designs a basic credit policy.

4.00	17 MANAGING THE BUSINESS
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- A Explains the major functions of management, including advantages and disadvantages of different management styles.
- B Explains the decision-making process.
- C Incorporates long-term and short-term goals and objectives into the planning process.
- D Identifies time management techniques.
- E Develops a strategy for the planning and problem solving process and explains its use in formulating a policy.

Hours	
Class	OJT

10000 SMALL BUSINESS

8.00	
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18 HUMAN RESOURCES

- A Explains the importance of managing employees effectively.
- B Lists the employers' responsibilities to the employees.
- C Prepares a job description.
- D Explains the steps involved in hiring employees.
- E Writes a list of interview questions.
- F Identifies procedures for employee training in a small business.
- G Develops policies and procedures for handling employee problems.
- H Develops an Employee Handbook.
- I Explains trade union activity in small business.

8.00	
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19 PROMOTING THE BUSINESS

- A Identifies promotional concepts.
- B Develops a promotional plan.
- C Describes the four elements of promotion and their utilization in a global market (promotional mix).
- D Identifies a variety of sales promotion activities and indicates the media that would be most effective.

3.00	
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20 PROFESSIONAL SELLING

- A Applies Maslow's Hierarchy of Needs to the sales process.
- B Conducts ethical selling practices.
- C Identifies the steps of the selling process.
- D Demonstrates effective customer service skills.
- E Relates sales quotas to sales performance.

2.00	
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21 DEALING WITH LEGAL ISSUES

- A Describes why a basic understanding of legal issues is important to small business.
- B Describes the basic requirements for an enforceable contract.
- C Identifies ways in which the legal system incorporates values and ethics of societies.
- D Identifies sources for protection of intellectual property (ideas and inventions).

2.00	
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22 RISK MANAGEMENT

- A Identifies and assesses loss prevention procedures.
- B Recognizes methods of operation regarding internal and external theft and creates a policy and procedures manual for the business as part of the business plan.

2.00	
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23 TECHNICAL ASSISTANCE AND SUPPORT

- A Identifies the sources of technical assistance that are available to help the entrepreneur.
- B Identifies appropriate networking activities for a specified business.
- C Identifies the benefit of continuing education for a specified business.

TOTAL HOURS

Class	OJT	Course
87.50	7.00	94.50