

OCT 20 2003

COURSE OUTLINECOURSE NAME SMALL BUSINESS DEVELOPMENTCOURSE NUMBER MKTG 1324 DATE SEPTEMBER 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared AUGUST 1994 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITESNONE

COURSE OBJECTIVES

To teach the art of writing a bankable business plan and to help the students to be successful in their new venture.

EVALUATION

| | | |
|---------------|-----------|---|
| Assignment #1 | <u>15</u> | % |
| Mid-Term Test | <u>30</u> | % |
| Assignment #2 | <u>15</u> | % |
| Business Plan | <u>40</u> | % |

NOTE: All assignments are to be typed and stapled or bound!!

REQUIRED TEXT(S) AND EQUIPMENT

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

COURSE SUMMARY**TYPE OF PEOPLE THAT TAKE THIS COURSE:**

- The person just starting a business and wanting to know how to continue with some basic knowledge.
- The person that has a product or service and wants to know how to start his own business.
- The academic. The person who likes to learn about new things and enjoys school. This person will have to assume the position of #2 and pretend to start a new business.
- The person who works with a large company and they would like them to obtain some business knowledge in order to perform their job better.

COURSE OUTLINE - MKTG 1324
(continued)

| LESSON | Material Covered | References |
|--------|---|------------|
| 1 | Course Introduction Choose a Business Choose a Professional | |
| 2 | The Market Define Your Product or Service Identify the Target Customer Define Your Target Market Assignment #1 Handed Out | |
| 3 | Marketing Direct Selling Mediums to Use in Selling | |
| 4 | Management Negotiation Assignment #1 Due | |
| 5 | Litigation and Bankruptcy Computers: Hardware Software | |
| 6 | Accounting Principals Setting up your own Books The Balance Sheet The Income and Expense Statement | |
| 7 | Mid-Term Test | |
| 8 | Financial Projections Assignment #2 Handed Out | |
| 9 | The Business Plan Elements of the Business Plan A Case Study Assignment #2 Due | |
| 10 | Looking for a Location | |
| 11 | Purchasing an Existing Business Franchising Financing Business Plan Due | |
| 12 | Review of the Course Marks Given Out | |