

COURSE OUTLINECOURSE NAME SMALL BUSINESS DEVELOPMENTCOURSE NUMBER MKTG 1324 DATE JANUARY 1995Prepared by Marty Hershberg Taught to PART TIME STUDIESSchool 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	