

APP 2/19/91

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 34c
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: Small Business Management course ES 325
Suggested 20 Character Course Title: _____
Department: Management
Contact Person: Fred Anderson

II. If a course, is it being Proposed for:

- Course Revision/Approval Only
- Course Revision/Approval and Liberal Studies Approval
- Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

<u>Steph W. Oak</u> Department Curriculum Committee	<u>[Signature]</u> Department Chairperson
<u>Steph W. Oak</u> College Curriculum Committee	<u>[Signature]</u> College Dean *
_____ Director of Liberal Studies (where applicable)	_____ Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted to LSC: _____	Semester to be implemented: <u>Fall, 1991</u>	Date to be published in Catalog: <u>Fall 1991</u>
to UWUCC: _____		

**COURSE ANALYSIS QUESTIONNAIRE
ES-325 Small Business Management**

Section A: Details of the Course

A1 This course fills the academic need of fleshing out the Entrepreneurial/Small Business (E/SB) Management major's program: Particularly, this course is intended to survey basic "Principles" material not included in any other IUP courses, but important to those working in E/SB situations.

This course will be the second course in a four course sequence required of all Entrepreneurial/Small Business (E/SB) Management majors.

The course is not for inclusion in the Liberal Studies course list.

A2 This course, at present, does not require changes in any other course or program in the department. If approved, it will replace MG 412, Small Business Management.

A3 This course follows the traditional type of offering by this department.

A4 This course has not been offered before. Part of its content is covered in MG 412.

A5 The department does not presently intend to offer the course on a dual-listed basis.

A6 This course will not be offered for variable credit.

A7 Similar course is offered at other business schools in many institutions of higher education.

A8 Because this is a very young field, there is no accepted professional society or accrediting authority which recommends or requires the content of the proposed course.

The volume and range of subjects to be surveyed make it impractical to incorporate the course content into an existing course or courses.

Section B: Interdisciplinary Implications

B1 This course will be taught by individual instructors.

B2 One new, and four existing, courses are needed as predecessors to this course. The new course is the Introduction to Entrepreneurship course; the existing ones are AD 235, Business Law; MK 320, Principles of Marketing; FI 310, Finance I; and MG 360, Management & Production Concepts. This course will extend the respective coverages of its predecessors.

In turn, this course is among the prerequisites for the new Small Business Planning course which precedes the required Small Business Internship.

B3 There is no overlap with courses offered by other departments. Hence, there should be no conflicts with other departments to resolve.

B4 At this time, no students from the School of Continuing Education are projected to take this course.

Section C: Implementation

C1 No new resources will be needed to teach this course, since current resources within the Department of Management & Marketing are expected to be adequate to the purpose. The present Human Resources Management and Industrial Management majors are scheduled for streamlining, and there is to be substantial tightening of the General Management major's requirements: These actions are expected to free sufficient faculty and space to accommodate all courses in the new track, at least during its early years.

There will be some limited need for improving relevant library holdings.

C2 No resources for this course are currently funded by grant. (However, Entrepreneurial Studies are currently a "hot" topic, and we suspect that grant moneys are probably available.

C3 This course will normally be offered during both Fall and Spring semesters. It also will be offered during summer sessions, pending sufficient demand.

C4 We expect to initially offer one or two sections per semester, dependent upon levels of student demand.

C5 Each section of this lecture-based course will accommodate 25-35 students.

C6 The business school accreditation body (AACSB) does set standards for appropriate student-teacher ratio in an institution. However, there are no such standards on an individual course by course basis.

C7 This course will be a curriculum requirement only for all E/SB majors. The requirements of this new major, including this course, will permit the same 9 (nine) credits of free electives currently enjoyed by other majors in the department. The addition of this course requirement does not necessitate any increase in the 124 credit program of any students in the department.

Section D: Miscellaneous

I. DETAILED COURSE OUTLINE

At the instructor's discretion, approximately equal amounts of time (roughly three lectures each) would be devoted to each of the following subject areas;

- A. A Review of Earlier Coursework in
 - 1. Entrepreneurial Psychology
 - 2. Forms of Ownership / Business Law
 - 3. Managing Finances / Cashflow / Accounting
- B. A Preview of Coming Coursework in
 - 1. Strategy / Policy / Planning
 - 2. The Business Plan
 - 3. Debt / Equity / Taxes
- C. Review & Extension of Real Estate Issues
 - 1. Locating the Business / Site Considerations
 - 2. Real Estate Acquisition / Lease Issues
 - 3. Facilities Layout & Management
- D. Review & Extension of Risk-Management Issues
 - 1. Insurance Issues for the Small Business
 - 2. Records Management / Control / Recovery Plans
 - 3. Controlling Theft by Employees / Customers
- E. Supplier Issues
 - 1. Vendor Selection & Relationships
 - 2. Purchasing Management
 - 3. Inventory Control Systems
- F. Human Resources Issues
 - 1. Hiring / Training / Assessing Performance
 - 2. Employee Records / Safety / Benefit Programs
 - 3. Career Planning / Motivation / Leadership
- G. Small Business Marketing Issues
 - 1. Researching the Market for Your Product(s)
 - 2. Pricing / Bidding / Sub-Contracting
 - 3. Managing Supporting Customer Services
- H. Other Topics of the Instructor's Preference
 - 1. e.g., Small Business Production Mgmt. Issues
 - 2. e.g., Small Business Logistics Issues
 - 3. e.g., Small Business Advertising / Sales Op.s

TEXT

N. Scarborough, & T. Zimmerer; Effective Small Business Management, 3rd Ed.; Merrill Publishing Co.; Columbus, Ohio; 1991.

TEACHING APPROACH

Primarily taught as a lecture-based, survey course. Because of the range of subject matters, visiting speakers or team teaching would be occasionally appropriate. The primary intent is the conveyance of existing knowledge. Skills development and affective change would be, at best, only secondary intentions of the course.

ES-325, SMALL BUSINESS MANAGEMENT

I. CATALOG DESCRIPTION

ES-325 Small Business Management

3C-OL-3SH

Prerequisites: ES-275, Intro.to Entre.(Req.s AD-235); MK-320; FI-310; MG-360
A survey course emphasizing those aspects of small business management not covered elsewhere in the student's program. Key topics include: Real Estate, Site Selection, & Facilities Management; Purchasing Management, Vendor Relations, & Inventory Systems; Plant Security, Loss Control, Risk & Insurance Management; Human Resources Management, Employee Benefits, Motivation & Leadership; Small Business Market Research, Customer Services Management, & Pricing. A review of other elements of the small firm's milieu is included as a necessary contextual element (e.g., planning, accounting, financing, law).