

# COURSE OUTLINE

COURSE TITLE	<b>SMALL BUSINESS MANAGEMENT</b>				CODE:								
YEAR OF STUDY		SEMESTER		COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)									
NUMBER OF HOURS PER WEEK		TOTAL NUMBER OF HOURS PER SEMESTER		TOTAL NUMBER OF SELF-STUDY HOURS		CREDITS		TYPE OF ASSESSMENT (MT-MID-TERM, O-ORAL EXAM, M-MIXED)		LANGUAGE OF TEACHING			
								C		S		L	
		2		56				M		EN			
COURSE COORDINATOR		ACADEMIC TITLE, FIRST NAME, LAST NAME						DEPARTMENT					
		PROFESSOR CONSTANTIN SASU, PHD						BUSINESS ADMINISTRATION					
PREREQUISITE COURSES		NONE											
COURSE OBJECTIVES		<p style="text-align: center;">Main objective: This course provides specialized instruction to both theory and practical application of the small business principles necessary for the operation of a successful small business.</p> <p>SPECIFIC OBJECTIVES: <u>KNOWLEDGE, ABILITIES AND/OR COMPETENCIES</u></p> <p style="margin-left: 20px;"><u>i) Cognitive competencies</u></p> <p style="margin-left: 40px;">a. Incorporate critical thinking skills into business activities.  b. Perform basic research and problem solving.  c. Demonstrate effective team work skills.  d. Be knowledgeable of and sensitive to business ethics.  e. Understand the general role of small business and the place of this managerial enterprise in the social and economic structure of the Romanian business system.</p> <p style="margin-left: 20px;"><u>ii) Functional competencies</u></p> <p style="margin-left: 40px;">a. learner examines the aspects of entrepreneurship in the new millennium  b. learner explains startup and buyout opportunities for an entrepreneur  c. learner demonstrates how to obtain a competitive advantage in the marketplace</p> <p style="margin-left: 20px;"><u>III) Personal competencies</u></p> <p style="margin-left: 40px;">a. Explain the role of the business plan  b. Develop a simplified new venture business plan  c. Illustrate how to select a business management team  d. Evaluate the various form of business organization  e. Outline the various sources of business financing</p> <p style="margin-left: 20px;"><u>IV) General competencies</u></p> <p style="margin-left: 40px;">a. Acquaints the student with aspects of an important part of everyday life, namely small businesses.  b. It introduces concepts that will help the student understand the marketplace in which they participate daily.</p>											
COURSE OUTLINE		NAME OF CHAPTER/ TOPIC								No. of hours			
		Entrepreneurs: the energizers of Small Business:								2			
		Small Business: vital component of the economy								2			
		Recognizing business ideas and testing opportunity								4			
		Launching the venture								10			
		Management for growth								8			
		Succession planning								2			
SEMINAR/LAB TOPICS		Topics include market research techniques, feasibility studies, financing alternatives, and managerial decision making. Upon completion, students should be able to develop a small business plan.											

TEACHING METHODS	This course is to be delivered through power point presentations lectures and class discussions
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BIBLIOGRAPHY	Leon C. Megginson, Mary Jane Byrd, Small Business Management : An Entrepreneur's Guidebook, Irwin Professional Pub, 2008.
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ASSESSMENT	TERMS	Students have to write a Business plan for a small business
	CRITERIA	
	TYEPES	One-hour tests and final exam – H Discussion questions - D In-class case studies - C
	FINAL GRADE FORMULA	50%H + 20%D -30%C