



BUS 244 Small Business Operations and Planning

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course is designed to equip students with the fundamental knowledge and practical skills necessary for successfully navigating the dynamic landscape of entrepreneurship and small business management. Through a comprehensive exploration of key concepts, strategies, and real-world case studies, students will gain a holistic understanding of the entrepreneurial process and the intricacies involved in managing small businesses.

Upon Completion of this Course, students will be able to:

1. Understand the role of entrepreneurs in driving innovation and economic development;
2. Create a comprehensive business plan, including components such as mission, vision, and strategy;
3. Understand the legal and regulatory requirements for starting and operating a small business;
4. Explore basic financial concepts related to small business management;
5. Develop networking skills to build relationships with other entrepreneurs, mentors, and industry professionals.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

| ITEM | POINTS |
|------------------|------------|
| 3 Quizzes | 30 Points |
| 2 Group Projects | 20 Points |
| Midterm | 25 Points |
| Final Exam | 25 Points |
| Total | 100 Points |

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Justin G. Longenecker, *Small Business Management: Launching & Growing Entrepreneurial Ventures*, 20th Edition, Cengage Learning.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

| MODULE | TASKS |
|----------|---|
| Module 1 | <p>Topics: Topic 1: Small Size, Big Significance Topic 2: Small Business and Entrepreneurship Topic 3: Integrity and the Interests of Major Stakeholders Topic 4: Social Entrepreneurship: A Continuing Trend</p> <p>Assessments: Quiz#1</p> |



| | |
|----------|---|
| Module 2 | Topics: Topic 5: Using Innovative Thinking to Identify Business Ideas Topic 6: Selecting Strategies That Capture Opportunities Topic 7: Screening New Business Ideas Topic 8: The Pros and Cons of Franchising Assessments: Quiz#2 |
| Module 3 | Topics: Topic 9: Good Governance in the Family Business Topic 10: Management and Ownership Succession Topic 11: The Business Model and the Entrepreneur Topic 12: The Purpose and Form of a Business Plan Assessments: Midterm Group Project#1 |
| Module 4 | Topics: Topic 13: What Is Small Business Marketing? Topic 14: Understanding Potential Target Markets Topic 15: Estimating Market Potential Topic 16: Building a Management Team Assessments: Quiz#3 |
| Module 5 | Topics: Topic 17: Building Customer Relationships Topic 18: Product Development and Supply Chain Management Topic 19: Pricing and Credit Decisions Topic 20: Financing the Small Business Assessments: Final Exam Group Project#2 |

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.