BUS 455 Small Business Management
Instructor: Dave McLaren
(402) 480-1754
davemclaren625@gmail.com

COURSE DESCRIPTION:
This course is an application of management techniques to the small business setting. The course examines business problems and opportunities. This course fulfills one emphasis requirement for General Business and Management emphases of the Professional Studies in Business major.

TEXT:

COURSE OBJECTIVES:
Upon completion of this course, students will be able to:
1. Create and test a Business Model.
2. Write a professional business plan.
3. Create income, balance sheet, and cash flow statements.
5. Analyze markets and create effective marketing plans.
6. Use sources of capital.
7. Invest earnings.
8. Develop harvesting and exit strategies.

Grading:
Completed Professional Business Plan 200 points
Group Case Studies 250 points
Individual End of Chapter Assignments 50 points
Total 500 points

Grading Scale:
90-100% A 65-69.9% C-
80-89.9% B 60-64.9% D
70-79.9% C 55-59.9% D-
Below 55% F
### Schedule:

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<td>UNIT 2 Integrated Marketing</td>
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<td>Kitchen Arts &amp; Letters, Inc.—An Independent Bookstore Defies Industry Odds</td>
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<td>UNIT 3 Show Me the Money: Finding, Securing, and Managing It</td>
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**Late Work Policy:** I accept late work within 2 days after the due dates and times with a 10% deduction. No late work is accepted after 2 days.

**Academic Integrity:** Cheating, plagiarism, and other forms of academic dishonesty will result in an F for the course automatically. Please read Doane College’s policy regarding academic dishonesty outlines in the student handbook.

**Student Expectations:** Attendance is required except for illness or school activities. Please contact me prior to your absences. Excess absences will result in a falling grade. Turn off cell-phones, electronic devices, or switch to vibrate mode while in class. No texting or surfing while in class. You are encouraged to ask questions, contribute and share ideas and thoughts in a professional manner. Students with special needs and assistance, please contact me right away.