Course Description and Objectives:

This course offers an economic analysis of the financial resource management for a small business. It examines issues such as financial statements and financial planning, capital budgeting and management, investment, risk, profitability, and forecasting. The major objective of this course is to acquaint students with the financial functions of a small business, and the ways of optimizing the outcome of those functions. Special emphasis will be given to understanding, designing and writing a viable formal business plan, in addition to discussing current financial and business issues.

Text and References:


Course Requirements and Grading:

- Midterm Exam (80 points): Scheduled on April 3rd.
- Final Exam (80 points): Follows the University schedule.
- Seminar and Workshop (100 points): This includes seminar and workshop participation and discussion, own Business Plan, oral presentation, and attendance and commitment. The 100 points for the Seminar and Workshop is broken down into:
  - Business Plan Chapter Presentation: 25
  - Attendance and Participation: 20
  - Own Business Plan: 55

The Seminar and Workshop:

On Thursdays, starting on January 30th, we will have a seminar to discuss a variety of topics and financial issues related to starting, managing, maintaining and investing in
small businesses. **The focus will be on the practical measures to design and write a business plan.** We will start with a seminar/workshop to prepare you for writing your own individual business plans, using McKeever’s procedure in Business Plan writing. A sign-up list of all chapter presentations should be completed as early as possible to secure everybody’s share. Throughout and after the workshop, students should think of and start preparing their own Business plans. Sharing a business plan is encouraged. Up to **three** students can share one plan, if they choose to, but they have to notify me and provide me with a tentative title no later than two weeks before the due date.

- An Actual Business Plan modeled after McKeever’s guideline (**Due April 17**th). Optional presentations of own plans will be scheduled after that. If you choose to present your own plan, you could earn up to **10 points extra.**

Letter grades will be assigned based on the following percentages:

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<td>95-100</td>
<td>247-260</td>
<td>C+</td>
<td>70-74</td>
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<td>A-</td>
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<td>234-246</td>
<td>C</td>
<td>65-69</td>
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<tr>
<td>B+</td>
<td>85-89</td>
<td>221-233</td>
<td>C-</td>
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<td>B</td>
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<td>B-</td>
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**Policies:**
- Class attendance is essential and will be considered in the final grade.
- **B-** plans, which are turned in after their due dates, will **NOT be accepted.**
- There will be no make-up exams without university excused absences. In such cases, please notify me and produce a formal report before the exam day, or as early as you can.

**Tentative Course Outline**

- Introduction and brief guide to writing a Business Plan
  - Adelman: Ch 2 & McKeever’s Manual
- Financial Management and Planning
  - Adelman: Ch 2
- Profitability and Break-Even Analysis
  - Adelman: Ch 5
- Forecasting
  - Adelman: Ch 6
- Capital Management and Budgeting
  - Adelman: Ch 7 & 9
- Review of Selected Financial and Economic Concepts
  - Adelman: Ch.1,3,4,8,10