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GLASSBORO STATE COLLEGE

State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

February 28, 1980

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

3-12-80
Approved by the
Board of Education
J & D

To: Dr. Lawson J. Brown, Vice President for Academic Affairs
From: Dean Leo C. Beebe, Administrative Studies
Subj: Contribution of Courses to Small Business Specialization

As requested, I am forwarding the following summary of course contributions to proficiency in small business operations:

REQUIRED COURSES

0504.326 Small Business Operations & Finance: Offers the student a comprehensive overview of small business operations; student develops a complete business plan for a small business of his choice.

0506.302 Management of The Personnel Function: Familiarizes the student with personnel management systems for small business firms ranging in size to 250 employees; includes recruitment, staffing, organization, training, motivation, evaluation, compensation, labor relations -- all vital functions in small business, where the personnel burden is borne almost exclusively by the owner/operator.

0509.372 Retailing: Exposes the student to quantitative and qualitative factors of buying, markup, markdown, merchandise turnover, stocksales ratio inventory methods, and unit stock control. Merchandise source selection is treated extensively. Retailing is pervasive in small business.

Small Business Seminar (proposed): Students will critique, perform clinical operations, and develop complete marketing plans for existing small business clients provided by the SBA's Small Business Development Center in New Jersey. Course will feature case-history approach to put students in touch with real business problems and opportunities.

ELECTIVES

0506.304 Organizational Change & Development: Students will study organizational change, methods for diagnosing organizational climate, selecting and utilizing techniques for bringing about change, overcoming resistance to change. The nature, roles and strategies of change agents will be analyzed and evaluated.

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1498.340 Legal Aspects of Management: Students consider the legal factors affecting the choice of business organization; sole proprietorship, partnership, and corporate law.

0506.301 Organization Systems Management: Course delves into process of management, principles of organization and application of the principles to such problems as communication and data flow, development of systems and procedures, and decision making in the operation of a small business.

0506.305 Industrial Management I: Small business student studies operational functions, capital costs, investment criteria, plant location and layout, process planning and production design, job designs, work methods and cost controls -- for small manufacturing operations ranging in size to 250 employees (Many Management Institute firms are in this category).

0506.306 Industrial Management II: Course is an extension of Industrial Management I, delving further into operational functions, e. g. production standards and work measurement, material control and distribution, procurement, quality and reliability assurance, and application of quantitative methods -- all vital concerns for smaller as well as large industrial operations.

0604.316 Advertising: Exposes student to principles and practices of print, radio and TV advertising; planning, budgeting, setting objectives, strategizing and evaluating.

1498.335 Legal Aspects of the Personnel Function: Student is apprised of laws and regulatory practices in personnel and labor relations, e.g., Equal Opportunity, wage and compensation, pensions, safety, etc., all critically applicable to small as well as large business.

0504.324 Capital Budgeting and Financial Planning: Course undertakes analysis and planning of financial investments; discounted cash flow; capital budgeting procedures, cost of capital, and decisions under conditions of certainty, uncertainty and risk -- all of which are faced by the small business entrepreneur.

0506.461 Supervised Internship: Affords field experience in a variety of small businesses. Trainee is given assignments to enhance his experiences and opportunities in small business. Internship often leads to full-time employment upon graduation.

#

LCB/shc

cc: Bruce Bradway
William Enslin

Attachs.



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

February 15, 1980

To: Dr. Lawson J. Brown, Vice President for Academic Affairs

From: Dean Leo C. Beebe, Administrative Studies

A handwritten signature in cursive script, appearing to read "Leo Beebe".

Re: Revised Small Business Specialization

Attached for possible review with the Trustees tomorrow is a draft of the proposed addition to the Small Business Specialization. The proposal, subject to curriculum committee approval, now calls for a new three-credit course titled, "Small Business Seminar" and featuring on-site studies and internship experiences at existing businesses. The addition of this course will raise the required credits from 9 to 12, leaving 9 hours in the elective category.

Also attached is the original proposal to which the new course will be added when approved.

LCB/shc

Attachs.

Course Proposal

*3-1-80
Could get it
de approved
by
The
Curriculum
Committee
J & D*

The proposal for a Small Business Seminar is being submitted to the Curriculum Committee. The proposal for this course.

The course is proposed by Professor Bruce Bradway. He is currently teaching the course in the Small Business Management Program in conjunction with Co-Chairpersons Willebrown and Joslin.

II. Description

1. This course would provide a concise approach in Small Business Management.

2. Credit value: 3 S.H. undergraduate credits.

3. Course Level: Senior

4. Prerequisite: Small Business Operations & Finance

5. Title: Small Business Seminar

III. Facilities

1. The present facilities are available to teach the course. The present facilities are adequate. Present classroom space is adequate. Additional office supplies would be required.

2. The present facilities are available at the present time. The thrust would be to provide a more concise approach to the existing course in Small Business Management. Presently structured, the Small Business Management & Finance course is devoted to conceptual and theoretical aspects of small business. Students are required to develop a business plan for a proposed small business of their choosing. The course would be devoted to application, as compared with the present emphasis on development of a complete marketing plan for an existing business. The necessary materials would be provided by the instructor. The course would be based on Small Business Review.

3. The course would be structured so that topics of theory and practice in marketing, management, and finance are integrated. The course would be based on the situation, and the student would be required to analyze small business clients of the instructor. The instructor would be required to provide a complete and detailed business plan for a small business. The course would be based on the situation, and the student would be required to analyze small business clients of the instructor. The instructor would be required to provide a complete and detailed business plan for a small business. The course would be based on the situation, and the student would be required to analyze small business clients of the instructor. The instructor would be required to provide a complete and detailed business plan for a small business.

The second major activity will be devoted to the analysis of each individual problem, and a list of possible alternatives -- after a thorough discussion of the problem with regard to the nature of the problem, the data, and the problems. This activity will be based on a pre-thesis by nature students in the course of the course. The course is Finance course to determine the nature of the problem, developed over four semesters of the course, and the role of the Business Development Center in the course. The activity appears to be substantiated. The course is a course, that the CIA will be able to supply a list of the nature of the problem, principals of which the course is a course. The course will be college students and the course is being applied by one of the nation with success, and the course is a course.

1. The course will be a course: (1) to make small business specialization in the course of the course, and (2) to teach small business specialization in the course of the course. It is anticipated that this course will be a course, and (3) by a joint study and the course is a course. It is anticipated that this course will be a course, and the course is a course. It is anticipated that this course will be a course, and the course is a course.
2. The course will be a course on the course A-F basis.

3. The course will be a course on the course A-F basis.

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1. The course content follows:

1. Strategic Planning
 - Definition of planning
 - Importance of planning
 - How to determine the mission of the business
2. The Marketing Analysis
 - The external environment
 - The external business unit
 - Possible responses to the "uncontrollable" variables
3. Sensitivity Analysis
 - Shortfalls in traditional forecasting techniques
 - Practical applications of sensitivity analysis theory
 - Shortfall application examples in the sensitivity analysis spectrum
4. Financial Planning
 - The elements of profit planning
 - Developing proforma earnings statements
 - Developing proforma balance sheets (corporate examples)
 - Developing the cash budget
 - Financial interrelationships of the profit planning financial statements
 - Developing planning for the future years
5. Management by Objectives
 - The concept of MBO
 - The practical failure of MBO
 - The MBO philosophy
 - The practical response to successful MBO
6. Research Methods
 - Research needed for planning
 - Research methods
 - Research needs of business and what it offers
 - Identification of prospects
 - Analysis of the business universe -- present and proposed
 - Available primary research techniques
7. Product Strategy
 - Development of new products and services
 - The product life cycle
 - Extension of the cycle through product improvement
 - Marketing strategies during each stage of the product life cycle
8. Pricing
 - Determination of pricing
 - Pricing in the short run
 - Pricing in the long run
 - Pricing in the product life cycle
 - Pricing in the presence of product volume
 - Pricing in the presence of "must" or "price" situations

Business Planning

1. Organization
 - Organizational chart structure
 - Job description, job specification
 - Job description for all teams plus for profit improvement
 - Job description for all initiatives → risks and rewards
2. Acquisition of new input
 - Acquisition of new office selection
 - Acquisition of new suppliers, wholesalers, retailers, service businesses
 - Acquisition of new facilities
 - Acquisition of new through a change of location
 - Acquisition of new partner
3. Personnel Staffing
 - Salary and analysis
 - Salary and position analysis
 - Salary and position analysis, cost of sales
 - Salary and position analysis, cost of production
4. Advertising
 - Advertising media
 - Advertising cost
 - Advertising budget by formula
5. Sales Promotion for external
 - Advertising and promotion plan
 - Advertising and promotion plan - literature requirements
 - Advertising and promotion plan - location budget
6. Sales Promotion for the Salesman
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems
7. Sales Promotion for the Customer
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems
8. Sales Promotion for the Company
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems
9. Sales Promotion for the Client
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems
10. Sales Promotion for the Client's Expenditures
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems
11. Sales Promotion for the Client's Expenditures
 - Advertising and promotion plan
 - Advertising and promotion plan, calls, reports
 - Advertising and promotion plan, budget
 - Advertising and promotion plan, selling systems

Finance 300 exam 1

1/27/17

19. How often should I be for Strategic
a. How often should I be for Strategic
b. How often should I be for Strategic (multi-service) environment
c. How often should I be for Strategic (multi-service) environment and performance
d. How often should I be for Strategic (multi-service) environment and performance
e. How often should I be for Strategic (multi-service) environment and performance
f. How often should I be for Strategic (multi-service) environment and performance
g. How often should I be for Strategic (multi-service) environment and performance
h. How often should I be for Strategic (multi-service) environment and performance
i. How often should I be for Strategic (multi-service) environment and performance
j. How often should I be for Strategic (multi-service) environment and performance
20. The Loan Package
a. What the banker wants to know
b. Presenting loan package elements
c. The role of the credit
d. The general plan
e. How to evaluate credit offerings

...of students who do not fit the existing... of marketing specializations. They... Case food management, bar/motel management, small... records, liquor, sporting... of courses to develop skills in... inventory control and retail management... Such a specialization will be... in Administrative Studies... skills on graduation.

Dr. ... found 14 students specifically... A similar rough sampling in several... over 50 students who probably interested... of course, are but a small and richward...

Some examples... manager of a chocolate... Another student who works... A third student... to go on to the... in his restaurant and... case.

... from the business side... into management of small... such...

... has been approved by the Administrative...

3. 10. 1964 - 1965

ADMINISTRATIVE STUDIES DEPARTMENT SPECIALIZATION

... of Marketing... Finance...

... and... Management...

... and... Management...

UNIVERSITY SPECIALIZATION

1. Specialization in Administrative Services

Specialization in Administrative Services, Administrative Services, Administration Division, University of Illinois

The specialization in Administrative Services would be part of the specialization in Administrative Services and administered under the Division of Administrative Services.

2. Specialization in Business Administration. Initially, at least 50 to 100 students are expected to elect this specialization.

3. Specialization in Business Administration. This will be one of the specializations under the specialization in Business Administration, requiring 21 semester hours in the degree program.

4. Specialization in Business Administration, as with the others in Administrative Services, will be administered under the general educational and administrative services division, and will be administered in the existing program.

5. Specialization in Business Administration: 1961-62.

6. Specialization in Business Administration, one providing students with entry level skills for employment in small size business units.

7. Specialization in Business Administration. Upon completion of the specialization the student will be able to: 1) advise semi-professional employees in such businesses as retail stores, restaurants, and family businesses; 2) compute costs and determine the break-even point for a simple business unit; 3) determine the legal considerations governing the structure of a business unit; and 4) understand the basic principles of business administration as applied to small business units.

8. Specialization in Business Administration. This specialization will be administered within the Administrative Services Division, and will be administered in the existing program.

9. Specialization in Business Administration. This specialization will be administered as a part of the specialization in Business Administration.

10. Specialization in Business Administration. This specialization will be administered as a part of the specialization in Business Administration, and will be a very popular and profitable specialization.