

**RED ROCKS COMMUNITY COLLEGE**

**Managing a Small Business**

**SBM 110 Spring 2010**

**Friday, March 19, 5 – 10pm & Saturday, March 20, 8am – 5pm**

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**Course Description:** This course focuses on managing all aspects of a small business, including people, service, financial, quality, and community relations. Emphasis is on setting specific, measurable goals which align with business strategy, drive business results, and are meaningful to all stakeholders. The role of the business leader in setting, communicating, monitoring, and acting against key business metrics will be discussed.

The class will be participative and flexible to meet the needs of the participants. It will be conducted in the manner of a business seminar with break-out discussions and presentations by participants, and will promote the environment of a shared learning experience.

**Course Objectives:**

Learn how to, and practice skills to:

- Set business priorities
- Define metrics which guide the path to success
- Monitor progress and detect change early
- Lead in managing a business. Engage employees, customers, investors, and other stakeholders

**Resources:**

There is no text for this course, nor will there be materials prepared for take-home, although any in-class lecture materials will be posted online. Please be prepared to take notes of key discussion items that you would like to retain as reference. And please bring and share your favorite reference materials with your fellow learners.

**Evaluation and Grading, Attendance:**

As with your small business, your knowledge and your “soft skills” – how you deal with people – are both important in this class. You will be evaluated on both the “what” and the “how”. “What” is evaluated by your demonstrated learning of the materials discussed in class and your insightful perspectives on situational examples. “How” will include your behaviors, especially communications and willingness to support others and to actively participate in class.

As is true in the business environment, we will start on time and end on time both for each day of class and for breaks.

**Agenda for “Managing a Small Business” - DRAFT!!**  
**March 19 - 20, 2010**

**Friday, March 19, 5 - 10pm**

5:00 – 6:00	Getting started: <ul style="list-style-type: none"> <li>- Introductions</li> <li>- Review of class agenda &amp; desired outcomes</li> </ul>	All-team discussion
6:00 – 6:30	Build our “test case” businesses	All-team working session
6:30 – 8:30	Business Strategy defined by category <ul style="list-style-type: none"> <li>- Develop</li> <li>- Break!</li> <li>- Share</li> <li>- Discuss</li> </ul>	Kick-off, break-out, sharing
8:30 – 10:00	Strategy to Results <ul style="list-style-type: none"> <li>- Intro to metrics</li> <li>- Defining the path to success</li> <li>- Examples</li> </ul>	Lecture with discussion

**Saturday, March 20, 8am - 5pm**

8:00 – 8:30	Grounding & recap of Friday	Lecture with discussion
8:30 – 10:30	Metrics for “test case” businesses <ul style="list-style-type: none"> <li>- Develop</li> <li>- Break!</li> <li>- Share</li> <li>- Discuss</li> </ul>	Kick-off, break-out, sharing
10:30 – 11:30	Target-setting and prioritization <ul style="list-style-type: none"> <li>- Overview</li> <li>- Examples</li> </ul>	Lecture with discussion
11:30 – 12:30	Lunch break	
12:30 – 2:30	Set targets <ul style="list-style-type: none"> <li>- Develop</li> <li>- Break!</li> <li>- Share</li> <li>- Discuss</li> </ul>	Kick-off, break-out, sharing
2:30 – 3:30	Managing with metrics <ul style="list-style-type: none"> <li>- Trends</li> <li>- Reward and recognition</li> <li>- Learning &amp; change</li> <li>- Visibility</li> </ul>	Lecture with discussion
3:30 – 5:00	Role of leader <ul style="list-style-type: none"> <li>- Discussion</li> <li>- Break</li> <li>- Personal commitment</li> </ul>	Lecture with discussion and individual work