



**Small Business Management
Course Syllabus
SOU Small Business Development Center
September 2025 – May 2026**

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Office Hours: By appointment

The Small Business Management program (SBM) is a unique combination of classroom learning, one-on-one guidance from a professional business instructional advisor, and networking with one goal: making you and your business more successful.

Over a nine-month period, you will learn about relevant management topics and meet regularly with your business advisor to help you identify and prioritize outcomes and develop a plan to achieve them. You will benefit from classroom sessions by learning from seasoned professionals and your small business peers. You will learn how to take the material from the classroom and apply it directly to your business.

OUTCOMES FOR THE COURSE

Each business will set their own goals and outcomes with their Business Adviser in their first advising session following the first class.

You are encouraged as part of this program to be working “*on*” your business – not just “*in*” your business. This includes, in addition to the class instruction, advising sessions, and assigned homework, developing systems and plans that will enhance the efficiency and profitability of your operation.

The SBM program is a non-credit business education program for adults. Adult education is results-oriented. The goal of the SBM program is to first expose you to new ideas and to then help facilitate the implementation of those concepts within your business. The one-on-one advising sessions held each month are focused on developing strategies to help you apply the materials covered in class to your specific needs. You will be awarded a certificate of participation at the end of the year given that the following expectations are satisfied:

1. **Class Attendance:** You will make every effort to attend class. Where that is not possible, you will notify your Business Adviser and schedule an advising session to obtain the missed materials. This should not happen more than three times in the year or you may be asked to leave the program and will not receive a certificate.
2. **Advising Attendance:** While the recommended advising structure is two hours each month, it is expected that you will utilize a minimum of four hours of advising per term (Fall, Winter, Spring), regardless of how many sessions have been held in other terms.



Your Business Adviser will work with you to ensure that monthly advising sessions can be held during a time of day when you are free from other concerns, and are able to focus your attention.

3. Assignments: Assignments made during the course are expected to be fulfilled on schedule and complete; it is important for the benefit of all classmates that the assignments are completed and presented during the reserved time agreed upon. Commitments to build plans, structures and strategies will be upheld. Required readings may be assigned.
4. Presentation of Strategic Plan: An ongoing focus throughout the SBM program will be development of a Strategic Plan for your business. All SBM participants will be required to present the finished version of their plan to the group at the final class of the year in May. Family members and friends may be invited to attend these presentations.
5. Accounting Records: Successful businesses have good accounting records. Businesses entering the SBM Program must commit themselves to having a solid accounting system that is up to date by the end of the first year of classes
6. Data Reporting: The SBDC is required to report AGGREGATE level data on all our clients. Additionally, it is virtually impossible for our advisers to help you make your business stronger without benchmark information and a certain amount of transparency. You will be asked to voluntarily supply basic metrics about your business that will be used to benchmark success. These include a year-end profit and loss statement, a year-end balance sheet, number of employees, investments of all type into the company, any government contracts secured, and improvements in technology. ***This information is not reported on an individual basis and your specific data is not shared.*** We report only the total amount of growth among our businesses as a whole, total jobs created or retained, and total investments made. It is a requirement that you provide this information.

CLASS SCHEDULE

Classes will be held the third or fourth Thursday of each month (with the exception of May class which falls on the 2nd Thursday) from September through May. **All classes will be in person at the Higher Education Center in Medford from 2pm-5pm.**

| Session | Date | Topic |
|---------|---------------|--|
| 1. | Sep 25, 2025 | Overview: Class goals, Values, Vision & Mission |
| 2. | Oct 23, 2025 | Driving Success: Managing the Core of Your Business |
| 3. | Nov 20, 2025 | Systematize to Optimize: Building Smart Business Systems |
| 4. | Dec. 18, 2025 | Financial Management: Developing Financial Literacy |
| 5. | Jan 22, 2026 | Financial Management: Using Financials to Drive Business Decisions |
| 6. | Feb 19, 2026 | Marketing Smarter: Using Technology to Attract, Engage & Convert |
| 7. | Mar 19, 2026 | People Management: Essentials of Human Resources |
| 8. | Apr 16, 2026 | Protecting Your Assets Through Risk Management |
| 9. | May 14, 2026 | Business Transition & Presentation of Strategic Plans |

Teaching Method: Delivered through a 'cohort' structure, this course is a 'deep-dive' into the fundamentals of small business management from an interdisciplinary approach. A combination of lecture, project, presentation and guest speaker formats are used to deliver content for maximum retention of presented concepts. The class cohort will develop



appreciation for others' concerns and challenges, and can be resourced for problem solving throughout the duration of the course. The structure of the academic presentations allows for customizing the materials to keep the relevance of the course current in a changing and challenging business environment. Expectations are that course participants allow adequate time to fully engage during the class periods without distractions to maximize the value received.

Tuition and Fees: The course fee is to be paid in full prior to the first class and includes up to 2 participants per business. Tuition covers the course, books, supplemental materials and admission to other SBDC classes without additional charge.

Text and Materials: All materials provided in class

Class Environment: This class is scheduled to be delivered in a face-to-face format, but is subject to change, depending on University policies in effect.

CLASS POLICIES

Accommodations (ADA) Statement: If you are in need of support because of a documented disability (whether it be learning, mobility, psychiatric, health-related, or sensory) you may be eligible for academic or other accommodations through Disability resources. Call Academic Support Programs at (541) 552- 6213 to schedule an intake appointment with Disability Resources. The Academic Support Program office is located in the Stevenson Union, lower level. See the Disability Resources webpage at www.sou.edu/dr for more information.

Flexibility of Class Schedule: Instructor reserves the right to change class lecture schedule as necessary.

In-class policies: Children: per college policy, no children are allowed in class or advising.
Cell phones: students must turn phones off prior to entering the classroom.