



DEFENSE ACQUISITION UNIVERSITY

CON 260B - The Small Business Program, Part B

150116

Course Learning/Performance Objectives followed by its enabling learning objectives on separate lines if specified.

1	<p>Given an overview and historical perspective of the small business program, recognize those factors that shaped and govern the SB program.</p> <p>Identify the major laws, Executive Orders, and other policies that define the small business program.</p> <p>Identify the functions involved in implementing the Small Business Program</p> <p>Identify the Small Business Professional's advocacy role throughout the acquisition process.</p> <p>Identify the Small Business Professional's role in implementing small business policy</p> <p>Recognize the general ethical principals to apply in the small business program</p> <p>Identify how the Small Business Professional can develop a strategic plan</p>
2	<p>Given a requirement, determine market research to the extent needed to maximize small business participation at the prime and subcontracting levels.</p> <p>Describe the 2 types of market research (covered in CON 260A)</p> <p>Recognize the role and objectives of the Small Business Program Manager to participate in Market Research</p> <p>Identify Government data sources of small businesses to use to support customer requirements and create small business opportunities</p> <p>Identify the responsibilities of the Small Business Program Manager</p> <p>Identify methods for effective market research (covered in CON 260A)</p> <p>Collect market data from various resources</p> <p>Define contract consolidation</p> <p>Identify DoD criteria for contract consolidation</p> <p>Define contract bundling</p> <p>Calculate expected cost savings to justify contract bundling</p> <p>Differentiate between contract consolidation and contract bundling</p> <p>Develop alternatives for an acquisition strategy using market research results</p>
3	<p>Using your knowledge of SB Program and market research to review subcontracting plan requirements and socio-economics programs, select the appropriate acquisition strategy that maximizes small business participation either at the prime contract or subcontracting levels.</p> <p>Identify SDB and Small Business Administration Section 8(a) Authority programs (covered in CON 260A)</p> <p>Identify the Historically Underutilized Business Zone (HUBZone) programs (covered in CON 260A)</p> <p>Identify the Service-Disabled Veteran-Owned Small Business (SDVOSB) programs (covered in CON 260A)</p> <p>Identify the Historically Black Colleges and Universities and Minority Institutions (HBCU/M) programs (covered in CON 260A)</p> <p>Identify the small business set-aside procedures (covered in CON 260A)</p> <p>Apply the Rule of Two to small business parity and set aside decisions</p> <p>Explain the similarities and differences between the various socio-economic programs</p> <p>Determine subcontracting strategies that support small businesses</p> <p>Identify the DoD Small Business goals on both a prime and subcontracting level</p> <p>Distinguish between the small business subcontracting plan and the small business participation plan</p> <p>Show the various uses of past performance information with regard to small business concerns</p> <p>Recognize the DFARS PGI 215.304 source selection examples</p> <p>Recognize the different incentive strategies to promote small business utilization</p> <p>Apply procedures to review DD Form 2579 for execution</p> <p>Identify criteria to review DD Form 2579 as guided by DFARS PGI 219.201(d)</p>
4	<p>Given responses to a solicitation, describe the SBA's role in the award decision making process.</p> <p>Identify the Procurement Center Representative (PCR), Commercial Market Representative (CMR), and Certificate of Competency (COC) Specialist's responsibilities. (covered in CON 260A)</p> <p>Describe the various appeal processes</p> <p>List the standards for responsibility</p> <p>Identify limitations on subcontracting for responsibility</p>



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	Describe the two exceptions to the COC Program
	Describe when "responsibility" is referable to SBA under a Certificate of Competency
	Describe the SBA COC Review Process
5	Given potential subcontracting opportunities, point out the subcontracting requirements.
	Determine the need for subcontracting plan and appropriate clauses
	Identify the types of subcontracting plans
	Describe the Comprehensive SB Subcontracting Test Plan
	Identify the required elements of a subcontracting plan
	Describe the process for reviewing a subcontracting plan
	Identify required documentation related to subcontracting plan reports and submission
	Identify the process to evaluate prime contractor compliance to the subcontracting plan
	Describe the review and rating process of a prime contractor's small business program
6	In any given small business outreach scenario, describe how to provide assistance to small businesses in finding government contracting and sub-contracting opportunities.
	Identify the tools needed to effectively counsel small businesses
	Describe the various sources of assistance
	Identify the planning process for outreach events
	Describe ways to assist small businesses with developing a market strategy
	Match SB capabilities with appropriate customer