

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 165

Credits: 3

Course Title: Small Business Management

Course Description: Identifies management concerns unique to small business. Introduces the requirements necessary to initiate a small business and identifies the elements comprising a business plan. Presents information establishing financial and administrative controls, developing a marketing strategy, managing business operations, and the legal and government relationships specific to small businesses. Prerequisites: BUS 116 or BUS 200, or school approval. Lecture 3 hours per week.

General Course Purpose:

Course Prerequisites and Co-requisites:

Prerequisites: BUS 116 or BUS 200, or school approval

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Exhibit competency in the preparation of a small business plan needed to start and operate a small business; and
- b. Develop an understanding of the entrepreneurial function and be aware of the factors involved in deciding how to organize, finance, and manage the small business.

Major Topics to Be Included:

- a. Entrepreneurship and Small Business
- b. Building a Business Plan: Beginning Considerations
- c. Building a Business Plan: Accounting and Financial Considerations
- d. Location and Layout
- e. Techniques for Enhancing Profitability
- f. Managing People

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