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

Date Created/Updated (Month, Date, and Year):  August 21, 2000