

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

Course Prefix and Number: BUS 260

Credits: 3

Course Title: Planning for Small Business

Course Description: Provides knowledge of the development of a business plan, which can be used to acquire capital and serve as a management guide. Combines knowledge that has been acquired in the areas of planning, management, and finance, using pro forma statements and marketing. Covers internet-searching techniques. Recommended as a capstone course. Lecture 3 hours per week.

General Course Purpose: This course introduces students to the activities involved in planning for a small business.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Define small business and related key terms and concepts;
- b. Explain the significance of small business in American history and the US economy;
- c. Identify factors contributing to small business success and failure;
- d. Understand the difference between e-business and e-commerce;
- e. Know the significance of a business plan and a marketing plan;
- f. Understand the role of accounting and financial management for small business;
- g. Distinguish the differences between management and leadership; and
- h. Describe different forms of business and organizational structures.

Major Topics to Be Included:

- a. Foundations for Small Business
- b. Family Businesses
- c. E-Business and E-Commerce
- d. The Business Plan
- e. Marketing and the Marketing Plan
- f. Accounting and Financial Management
- g. Supply Chain Management
- h. People and Organization
- i. Global Business

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