

Virginia Western Community College

BUS 165

Small Business Management

Pre/co-requisites

Pre/Co-requisites: ACC 211 or ACC 215

Course Description

Identifies management concerns unique to small businesses. 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. Lecture 3 hours per week.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

Custom Edition of Entrepreneurial Small Business, 5th Edition, Loose-leaf and Connect ISBN# 9781260822335 (Connect standalone code: 9781259865329)

The following supplementary materials are available:

1. Small Business Administration Website
2. SHRM Website
3. Internal Revenue Website

Course Outcomes

At the completion of this course, the student should be able to:

1. Understand the scope of small business in the United States.
2. Discover the rewards entrepreneurs can achieve through their businesses.
3. Understand how important small businesses are to our economy and your community.
4. Discover the elements that make up the small business environment.
5. Learn basic skills for handling crises
6. Identify the major steps in making ethical decisions in small business.
7. Understand there are different personality types.
8. Recognize the special nature of entrepreneurial teams.
9. Identify strategies for innovation in your business.
10. Understand why and when to develop a business plan.
11. Identify the major risks to business plan success.

12. Master presenting your business plan to others.

Topical Description

CH	Topics Covered
1	Small Business: Opportunities and Rewards
2	Small Business Environment Managing External Relations
3	Small Bus Entrepreneurs: Characteristics & Competencies
4	Small Bus Ideas: Creativity, Opportunity & Feasibility
5	Small Business Entry: Paths to Part-Time Entrepreneurship
6	Small Business Entry: Paths to Full-Time Entrepreneurship
7	Small Bus Strategies: Imitation with a Twist
8	Business Plans: Seeing Audiences & Your Business Clearly
9	Product & Pricing Strategies
10	Small Business Promotion
11	Small Business Distribution
12	Marketing Plans
13	Small Business Accounting
14	Cash: Lifeblood of Business
15	Small Business Finance
16	Assets: Inventory & Operations

17	Small Business Protection
18	Legal Issues: Recognizing Your SB needs
19	Human Resource Management
20	Achieving Success in Small Business

Notes to Instructors

1. All students should complete an abbreviated version of a Business Plan.
2. Instructor should grade the project with a Rubric.
3. Have Students send an electronic copy of the project as well.
4. This project is kept for Outcome Assessment purposes.
5. All students should complete the Cyber Security course available at the U.S. Small Business Administration Learning Center:

<https://www.sba.gov/tools/sba-learning-center/training/cybersecurity-small-businesses>

6. Students must submit an electronic copy of the Cyber Security course completion certificate.