

# 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:**

Entrepreneurial Small Business, 6th Edition, ISBN# 9781260984651

##### **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.