

Virginia Western Community College

BUS 165

Small Business Management

Prerequisites

Pre/Co-requisites: ACC 211 or ACC 215

VCCS 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.

Semester Credits: 3

Lecture Hours: 3

Required Materials

Textbook

Entrepreneurial Small Business, 2025 Edition. (McGraw Hill).

Other Required Materials:

none

VCCS COURSE OUTCOMES

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

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

- Master presenting your business plan to others.

MAJOR TOPICS TO BE INCLUDED

- Small Business: Opportunities and Rewards
- Small Business Environment Managing External Relations
- Small Bus Entrepreneurs: Characteristics & Competencies
- Small Bus Ideas: Creativity, Opportunity & Feasibility
- Small Business Entry: Paths to Part-Time Entrepreneurship
- Small Business Entry: Paths to Full-Time Entrepreneurship
- Small Bus Strategies: Imitation with a Twist
- Business Plans: Seeing Audiences & Your Business Clearly
- Product & Pricing Strategies
- Small Business Promotion
- Small Business Distribution
- Marketing Plans
- Small Business Accounting
- Cash: Lifeblood of Business
- Small Business Finance
- Assets: Inventory & Operations
- Small Business Protection
- Legal Issues: Recognizing Your SB needs
- Human Resource Management
- Achieving Success in Small Business

Note 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.

[TITLE IX STATEMENT](#)

[ADA STATEMENT](#)