

COURSE OUTLINE

 New x Revised

Effective Date: August 21, 2000

1. **COURSE PREFIX NUMBER:** BUS 165 **CREDIT HOURS:** 3
2. **COURSE TITLE:** SMALL BUSINESS MANAGEMENT
3. **PREREQUISITES:** BUS 116 or BUS 200, or school approval
4. **COURSE DISCRIPTION:** Identifies management concerns unique to small business. Introduces the requirements necessary to initiate a small business, and identifies the elements comprising a 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.
5. **CONTENT:** (Major Headings)
 - 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

6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of 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.
- 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.

