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 DESCRIPTION**: 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.