



## COURSE SYLLABUS

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**COURSE: BUS 230 SMALL BUSINESS MANAGEMENT**

**HOURS: Lecture: 3 Lab/Shop: 0 Work Exp/Clinical: 0 Credits: 3**

### **COURSE DESCRIPTION:**

This course introduces the challenges of entrepreneurship including the startup and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision making. Upon completion, students should be able to develop a small business plan.

**PREREQUISITE(S):** None

**COREQUISITE(S):** None

### **TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:**

Open Educational Resources (OER) are listed in the course Moodle.

### **STUDENT LEARNING OUTCOMES:**

Upon successful completion of this course, the student will be able to:

1. Identify potential domestic and foreign small business opportunities.
2. Identify the impact of globalization of U.S. small businesses.
3. Write a small business plan that would be acceptable to a small business lender.
4. Complete a three year projected cash-flow statement and a three year pro-forma Income Statement for a small business.
5. Describe in detail the demographic and psychographic profile of a particular target market.
6. Develop a workable promotional strategy for a small business idea.
7. Identify existing small businesses that might be available for sale, and be able to negotiate and structure a deal.
8. Explain in detail the advantages and disadvantages of owning and operating a franchise.

**\*\*\*Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**