

BUS 170: SMALL BUSINESS MANAGEMENT

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2021
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

The study of business organization emphasizing the small independently owned business. Instructional topics include discussion of the benefits of small business, creation of a new venture, marketing, managing, financial, and administrative controls. 54 lecture hours.

Course Objectives

- independently assess sources of aid and information available for small business
- analyze data for selection of the appropriate form of legal organization for a small business
- formulate a viable marketing strategy for a small business
- assess information for selection of an adequate accounting system for a small business
- evaluate the computer options for a small business

Major Course Content

1. Nature of Small Business
 - a. Entrepreneurs: the energizers of small businesses
 - b. Small business: vital component of the economy
2. Entrepreneurial Opportunities
 - a. Competitive advantage: niche strategy and customer service
 - b. Start-up and buy-out opportunities
 - c. Franchising
 - d. Family business opportunities
3. Preparing the Business Plan
 - a. Creating a formal business plan
 - b. Building the marketing plan
 - c. Planning the management team and physical facilities
 - d. Initial financial requirements and sources of financing
 - e. Choosing a form of ownership
4. Small Business Marketing
 - a. Consumer behavior and product/service strategy
 - b. Pricing and credit strategies

- c. Promotion: personal selling, advertising, and sales promotion
 - d. Distribution channels and international markets
5. Managing Small Business Operations
 - a. Professional management in the growing firm
 - b. Managing human resources
 - c. Quality management and the operations process
 - d. Purchasing and management inventory
 6. Financial and Administrative Controls
 - a. Understanding financial statements and accounting systems
 - b. Working capital management
 - c. Capital budgeting techniques
 - d. Computer-based technology for small business
 - e. Risk and insurance management
 7. Social and Legal Environment
 - a. Social and ethical issues
 - b. Working within the law

Suggested Reading Other Than Required Textbook

Research Articles

Examples of Required Writing Assignments

Students are required to write a six page research paper on any topic related to small business management. Topics include, but are not limited to, running a small business, marketing a small business, financing a small business, writing a business plan, entrepreneurship, family small businesses, or any topic related to the material from the textbook. Keep in mind that the subject of the paper must be related to small business. In writing the paper, make sure that you discuss all of the relevant concepts associated with the topic. It would also be a good idea if you provided some real-world examples of how the concept(s) have been used and how it relates to any experiences that you have had. The research paper must be typed in the APA format and must meet college standards. The format requires that you use the Times Roman font style with 12 point font, double spacing, 1 inch margins, and indent the first line of every paragraph. The format includes special requirements for writing the Reference Page.

Write a six page business plan.

Examples of Outside Assignments

6 Page Research Paper in APA style. Write a six page business plan. Analyze written case studies from cases that are in the textbook. Read at least one Chapter per week.

Instruction Type(s)

Lecture, Online Education Lecture