Course Prefix and Number: HCM 250  
Course Title: Small Business Management  
Credit Hours: 3-3-0

**Course Prerequisites:** none

**Textbook:** Small Business Management. Please refer to the BPCC bookstore for the edition required during your semester of enrollment.

**Course Description:** Introduction to the initial market research, financing, location and management of a small business firm. Emphasis will be placed on methods and procedures used in the successful establishment and operation of franchised or non-franchised firms.

**Learning Outcomes:** By the completion of this course, students will have:

A. Developed skills to manage a small business with an understanding of the influence of the models of family businesses, franchises, buyouts, and start-ups.
B. Identified ways to implement the new venture business plan by using marketing, human resource management, and finance techniques.
C. Learned customer service skills, pricing and credit decisions, and promotional planning that leads to marketing growth for the small business.
D. Demonstrated skills for enhancing and managing growth in a small business.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. identify the influences of the models of family businesses, franchises, buyouts and start-ups on managing a small business.(A)
2. learn strategies for implementing selected parts of the business plan, such as the marketing and human resource plans.(B)
3. describe marketing growth strategies and identify customer relationships, promotional planning, and pricing and credit decision within a small business.(C)
4. distinguish the characteristics of small firm management and entrepreneurial leadership and techniques to recruit and retain human capital.(D)
5. describe the special techniques for managing day-to-day operations within a small business.(D)

**Course Requirements:**

A. Class attendance (see the student handbook for attendance policies)
B. Students are required to use our LMS and are encouraged to use the BPCC Library to research healthcare management topics and employment opportunities.

**Course Grading:**

B. Although Instructors may give other assignments, they will administer at least four tests, two writings, and a comprehensive final examination.
Attendance Policy:  The college attendance policy is available at
http://www.bpcc.edu/catalog/current/academicpolicies.html

Course Fees:  (none)

Nondiscrimination Statement:  Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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