

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY BUS 260 – PLANNING FOR SMALL BUSINESS (3 CR.)

Course Description

Provides knowledge of the development of a business plan, which can be used to acquire capital and serve as a management guide. Combines knowledge that has been acquired in the areas of planning, management, and finance using pro forma statements and marketing. Covers internet searching techniques. Recommended as a capstone course. Lecture 3 hours per week.

General Course Purpose

This course focuses on helping entrepreneurs sharpen their strategic thinking skills to strengthen their ability to make critical decisions and equip them with the knowledge and skills needed to improve performance of their business. The objectives are to improve business strategy and vision, to maintain a competitive advantage in the marketplace, to manage the business in an ever-changing environment, and to be ready for growth and profitability potential.

Course Prerequisites/Corequisites

Prerequisites: ACC 211 and BUS 165. An ability to read, comprehend, analyze material written at a college level. An ability to write and present ideas using standard English.

Course Objectives

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

- Determine feasibility of the business idea
- Develop a strategic business plan
- Set financial goals
- Forecast revenue
- Manage and forecast day-to-day cash flow
- Evaluate opportunities to grow the business
- Manage strategic growth
- Identify and meet market needs through research and analysis
- Profile target market
- Plan for product/service through protecting, pricing, and improving the product/service
- Develop leadership, management, and organizational skills to guide business growth
- Plan an exit strategy

Major Topics to be Covered

- a. Exploring entrepreneurship
- b. Sizing up the business
- c. Exploring growth opportunities
- d. Making strategic decisions
- e. Using financial tools
- f. Strengthening the product/service
- g. Seizing the market
- h. Leading the organization
- i. Managing operations and growth
- j. Charting financial performance
- k. Developing a strategic business plan