

Bossier Parish Community College  
Master Syllabus

**Course Prefix and Number:** HCM 250

**Credit Hours:** 3-3-0

**Course Title:** Small Business Management

**Course Prerequisites:** none

**Textbook:** BYRD, Connect for Small Business Management, 8th ed. ISBN: 9781260273571.

**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; and
- 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); and
5. describe the special techniques for managing day-to-day operations within a small business. (D)

**Course Requirements:**

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device) and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.
- Students are required to use BPCC's LMS and are encouraged to use the BPCC Library to research topics and employment opportunities.

**Course Grading Scale:**

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69
- F = 0 - 59

**Attendance Policy:**

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

**Course Fees:** This course is accompanied with an additional non-refundable fee for supplemental materials, laboratory supplies, software licenses, certification exams and/or clinical fees.

**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.

Coordinator for SECTION 504 AND ADA

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Equity/Compliance Coordinator

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