

Common Course Outline for: BUSN2310 Small Business Management

A. Course Description

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

Catalogue description: All phases of setting up a small business; management, marketing and financial operations. The final project is the development of a business plan.

B. Date last revised: June, 2018

C. Outline of Major Content Areas

The role of small business in the American Economy
Writing a business plan
Planning and organizing a business
Marketing your product/service
Operating and managing your business
Financial planning and control
Providing security and insurance for the business

D. Course Learning Outcomes

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

1. Describe the nature, rewards, and demands of small business
2. Create a good, solid business plan
3. Create a cash flow statement
4. Apply management functions to ensure a successful business
5. Apply human resource functions
6. Create a plan to effectively market a product or service to customers

E. Methods for Assessing Student Learning Can include:

Class Participation
Written Exams
Evaluating actual small business case studies
Business Owner Interview
Written Business Plan
Business Plan Presentation

Students should consult their course syllabus for specific grading policies.

F. Special Information: none

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