

Small Business Management

MGMT 2013

DEGREE PROGRAM COURSE DESCRIPTIONS

Small Business Management offers students the information needed to start a small business. The course covers broad aspects of business issues geared towards small business operations. Understanding the entrepreneurial spirit and focusing that into a viable business opportunity is the key to a successful small business venture. The importance of a business plan and the knowledge of key functional areas such as marketing, management, and finance are all discussed in this course.

PREREQUISITES?

ENGL 0203, adequate placement score, or by meeting determined placement measures.

CREDIT HOURS

3