

## MKTG2236 - Small Business Management

|                    |  |
|--------------------|--|
| Credits:           | 3 (3/0/0)  |
| Description:       | This course provides a summary of many of the major issues faced by anyone starting a small business. The course teaches the fundamentals of small business management by blending basic management principles with tested and proven real world techniques for planning, organizing and operating a small business successfully. The course utilizes a variety of learning tools including the textbook, PowerPoint, lectures, written assignments, cases, websites and hands-on activities.  |
| Prerequisites:     | <ul style="list-style-type: none"> <li>• ACCT1012</li> </ul> OR <ul style="list-style-type: none"> <li>• ACCT2211</li> </ul>   |
| Corequisites:      |  |
| Pre/Corequisites*: |  |
| Competencies:      | <ol style="list-style-type: none"> <li>1. Explore characteristics of small businesses.</li> <li>2. Explain three main forms of business opportunities.</li> <li>3. Explain strategic plans for small businesses.</li> <li>4. Explain business plan steps.</li> <li>5. Discuss the financing of small businesses.</li> <li>6. Analyze financial statements.</li> <li>7. Explain legal forms of business ownership.</li> <li>8. Explain key factors in picking the right location.</li> <li>9. Explain promotional methods.</li> <li>10. Explain purchasing and inventory control.</li> <li>11. Discuss managing human resources.</li> <li>12. Discuss risk management.</li> </ol> |
| MnTC goal areas:   | None   |

\*Can be taking as a Prerequisite or Corequisite.