

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"> • ACCT1012 OR <ul style="list-style-type: none"> • ACCT2211
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Explore characteristics of small businesses. 2. Explain three main forms of business opportunities. 3. Explain strategic plans for small businesses. 4. Explain business plan steps. 5. Discuss the financing of small businesses. 6. Analyze financial statements. 7. Explain legal forms of business ownership. 8. Explain key factors in picking the right location. 9. Explain promotional methods. 10. Explain purchasing and inventory control. 11. Discuss managing human resources. 12. Discuss risk management.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.