

MGMT 310 Small Business Management

**Credit Hours:** 3

**Scheduled hours per week** 3

**Lecture:** # **Lab:** #

**Other:** May be taught as e-course, hybrid, or traditional

**Catalog Course Description:** This course offers several approaches to the study of small business management. The traditional approach whereby students are exposed to the various functional areas of the business enterprise and the functions are discussed as part of this course. (Prerequisite: MGMT 320)

**Pre-requisites:** MGMT 220

**Co-requisites:** N/A

**Course Learning Outcomes:**

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to--consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.</li> </ul>	

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	

<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.</li> </ul>	
<ul style="list-style-type: none"> <li>Be admission-ready for a Master of Business Administration program if desired.</li> </ul>	

**Topics to be studied:**

This course offers several approaches to the study of small business creation, planning, funding, management, growth, valuation and harvesting. Students will be exposed to the various functional areas of a small business enterprise. Legal forms of business, business plans, financing options, staffing, marketing, accounting and recordkeeping will be discussed. Franchising as a small business option will be discussed. A written business plan is required to be turned in at the end of the semester.

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>10/20/2017</b>	

**Special requirements of the course:**

There will be a project designed to help the student apply theory to the real world. The project will be the development of a business plan. This plan will be presented to the rest of the class.

**Additional information:**

Anything else that may be useful.

**Prepared by:** Wooten

**Date:** 10/20/2017