

Bemidji State University

BUAD 4469: Small Business Case Analysis

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Provides management counseling experience for students and involvement in a business problem solving experience. Prerequisites: BUAD 3351 and BUAD 3361.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Small Business: Its Opportunities and Rewards
2. Achieving Success in the Small Business
3. Assets: Inventory & Operations Management
4. Business Plans: Seeing Audiences & Your Business Clearly
5. Cash: Lifeblood of the Business
6. Human Resource Management: Small Business Considerations
7. Legal Issues: Recognizing Your Small Business Needs
8. Marketing Plans: Saying How You'll Get Sales
9. Small Business Accounting: Projecting and Evaluating Performance
10. Small Business Distribution & Location
11. Small Business Entrepreneurs: Characteristics & Competencies
12. Small Business Entry: Paths to Full-Time Entrepreneurship
13. Small Business Entry: Paths to Part-Time Entrepreneurship
14. Small Business Environment: Managing External Relations
15. Small Business Finance: Using Equity, Debt, & Gifts
16. Small Business Ideas: Creativity, Opportunity, & Feasibility
17. Small Business Marketing: Product and Pricing Strategies
18. Small Business Promotion: Capturing the Eyes of Your Market
19. Small Business Protection: Risk Management & Insurance
20. Small Business Strategies: Imitation with a Twist

D. LEARNING OUTCOMES (General)

1. perform and critique analyses commonly used business plans for a new small business.
2. be able to describe stages in the small business life cycle and describe growth strategies for a small business.
3. be able to evaluate feasibility and business plans.
4. be able to explain characteristics and competencies of the small business entrepreneur.
5. be able to prepare projected financial statements for a new enterprise, including a master budget and its components.
6. be able to create a marketing plan for their small business idea, including the elements of marketing research, promotion, pricing, distribution, and location.
7. be able to explain the importance of small business enterprises in the American economy.
8. be able to compare and contrast the options of starting, buying or franchising new enterprises.
9. be able to create and repeat an elevator pitch for their small business creation.
10. be able to prepare a feasibility and business plan for a new business.
11. be able to explain ways to obtain financing for new business enterprises.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted