

Minnesota State University Moorhead

MGMT 405: Small Business Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Analysis of problems confronting the manager of small retail, wholesale, and manufacturing enterprises. Students must have Junior standing.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Profile and characteristics of a small business owner
2. Advantages and disadvantages of small business as a career choice
3. Small business managerial skills including creativity, innovation, motivation and risk taking
4. Methods of entering small business from the type of ownership to franchising
5. Role of the small business owner including operations, human resources, marketing, financial management, information systems, social media, and legal issues
6. Strategic marketing and management

D. LEARNING OUTCOMES (General)

1. Explain and describe the small business management process.
2. Prepare a business plan, an elevator speech, and executive summary.
3. Explore the characteristics and describe the skill set of a small business owner.
4. Examine and discuss the advantages and disadvantages of small business as a career choice.
5. Evaluate and explain the skills necessary to operate and grow a small business.
6. Analyze and describe the methods of entering the field of small business.
7. Understand and explain strategic marketing and how it relates to growing the small business.
8. Practice and improve effective written and oral communication skills.
9. Determine and explain the role on a small business in the students future.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted