

# Minnesota State College Southeast

## **BUSN 2000: Small Business Development**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A study of current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues, numerous real-world examples to help students understand how to apply the business management concepts presented in the text, and incorporates material to help them explore small business issues in the Internet. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 03/14/2014 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. Business Development
2. Business Ownership and Entrepreneurship
3. Management, Organization and Human Resources
4. Marketing
5. Information, Accounting and Finance

### **D. LEARNING OUTCOMES (General)**

1. Discuss the availability of entrepreneurial opportunities
2. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise
3. Analyze and construct feasible concepts within small business and entrepreneurial environments
4. Discuss the nature of the marketing research process
5. Describe the purpose and content of financial statements
6. Define competitive advantage
7. Identify the key characteristics of consumer behavior
8. Discuss the role of cost and demand factors in setting a price
9. Describe the communication process and factors determining a promotional mix
10. Explain the impact of social responsibilities on small businesses
11. Explain the importance of employee recruitment and identify some sources that can be useful in finding qualified applicants
12. Explain the key elements of total quality management (TQM) programs
13. Describe the working-capital cycle of a small business
14. Define and explain the nature of risk
15. Develop and identify elements of a business plan

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted