



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	BA214 SMALL BUSINESS MANAGEMENT
Credit Value (Breakdown of theory and lab credits)	3 Theory
Catalog Course Description	Introduces the challenges of entrepreneurship, including the start-up and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision making. Prerequisite: ENG 111. (Fall) (3, 3T+0S)
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the functional areas of accounting, marketing, finance, management, and economics. 2. Demonstrate an understanding of the legal and social environment of business. 3. Demonstrate an understanding of the global environment of business. 4. Demonstrate an understanding of the ethical obligations and responsibilities of business. 5. Demonstrate the ability to use business tools. 6. Demonstrate information literacy. 7. Demonstrate the ability to communicate effectively. 8. Demonstrate the ability to apply knowledge of business concepts and functions in an integrated manner. 9. Demonstrate the ability to work effectively in teams and/or groups.
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence <p>Outcome in Bold</p>