

Common Course Outline
MNGT 106
Small Business Management I
3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

This course is designed for the student who is interested in the management of a small business. The managerial functions of planning, organizing, staffing, directing, and controlling as applied to small businesses are examined and analyzed.

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. Define entrepreneurship and explain why it is important to small business success
- B. Develop good work relationships with customers, employees, suppliers and financial institutions
- C. Understand the importance of the strategic planning process to the small business owner or manager
- D. Contrast the advantages with the disadvantages of buying an existing business or opening a new business
- E. Understand the elements of a business plan and be able to identify the information required for each element
- F. Understand the importance of selecting the right location for a small business
- G. Identify the target customers, their buying habits, and what it takes to get them to buy your product or service
- H. Understand the importance of personal selling, advertising, and production to the success of a small business

III. Methods of Instruction:

- A. Case problem analysis
- B. Lecture
- C. Films
- D. Outside speakers
- E. Student Presentations

IV. Method of Evaluation:

- A. Mid-term examination
- B. Class participation
- C. Written and/or oral case problems
- D. Final examination
- E. Other written and/or oral assignments as may be designated