

# BUS 402 – Small Business Management

## Course Description

Provides the basic principles of operating and managing a small business. Topics include buying, merchandising, pricing, promotions, inventory management, customer service, location decisions, and planning. Reviews strategic planning considerations relative to operating a small business.

## Instructional Materials

Scarborough, N. M., & Zimmerer, T. W. (2012). *Effective small business management: An entrepreneurial approach* (10th ed.). Upper Saddle River, NJ: Prentice Hall/ Pearson.

## Course Learning Outcomes

1. Analyze the nature of entrepreneurship, business ethics, and social responsibility in managing a successful small business.
2. Analyze the business strategy and supporting business plan for a small business concept.
3. Describe and analyze the necessary activities and key decisions to start a small business.
4. Analyze the key financial management considerations in operating a small business.
5. Develop a guerrilla marketing strategy for a small business.
6. Analyze the role of pricing, credit, and equity financing in defining a business strategy.
7. Describe and analyze the essential considerations in planning for international business and the range of strategies typically used by small businesses to service global markets.
8. Determine the various control and support functions needed to manage a small business effectively.
9. Examine the principal legal issues in managing a small business and the considerations for planning management succession in a family business.
10. Use technology and information resources to research issues in small business management.
11. Write clearly and concisely about small business management using proper writing mechanics.