

COCONINO COMMUNITY COLLEGE

COURSE OUTLINE

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December 4, 1991
May 26, 1994
Fall 1994
Fall 1996
April 2002
October 2009
March 21, 2011

A. Identification:

1. Subject Area: Business
2. Course Number: BUS 213
3. Course Title: SMALL BUSINESS MANAGEMENT
4. Credit Hrs: 3 Lecture Hrs: 3 Lab Hrs: 0
5. Catalog Description:

Students will learn the fundamentals of starting and operating a successful business. Studies will include business objectives, operational procedures, financing, legal organizations, feasibility studies, and marketing. Three lecture.

B. Course Goals:

To provide the students with the necessary skills to prepare them for understanding the contemporary environment of small business operation and management in the competitive business environment and to emphasize the functional areas of small business management applications as preparation for: problem-solving, communication, reasoning, and reporting. Computer worksheet applications may be utilized.

C. Course Outcomes:

The student will:

1. Practice problem solving techniques
2. Develop and use business vocabulary
3. Explain the structure of American business
4. Understand how business is financed for growth and development
5. Describe the management and organizational processes which allow business to

be successful

6. Develop a feasibility study.

D. Course Outcomes Assessment:

Assessment will include:

1. Instructor assigned reading and homework
2. Written final Exam

E. Course Content:

Will include:

1. Nature of small business
2. Exploring entrepreneurial alternatives
3. Launching a new venture
4. Small business marketing
5. Managing small business operations
6. Financial and administrative controls
7. Social and legal environment issues