



Wayne County Community College District

COURSE SYLLABUS

BUS 175 Small Business Management

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION:

General business concepts with special application to small businesses. Detailed treatment of credit practices, franchising, location, inventory and other topics particularly crucial in a small business setting. Cases will be used to develop the student's analytical ability.

PREREQUISITES: NONE

EXPECTED COMPETENCIES

Upon successful completion of this course, the student will demonstrate competency in:

1. How to investigate and evaluate small business opportunities.
2. How to acquire the skills to establish a new business venture.
3. How to market products or services.
4. How to manage the human and fiscal demands required of a small business
5. How to manage the social obligations of a small business community.

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E