**TECH PREP ARTICULATION COMPETENCY LIST**

**BUS 245 Small Business Management**

**Course description:**

Major focus is developing a business plan for a new or existing business including market analyses and financial forecasts. Additional topics are human resource management, forms of ownership, operational planning, and establishing and maintaining competitive advantages.

**Upon completion of this course, successful students will (be able to):**

1. Primary objective: Students will develop a practical understanding of entrepreneurship and small business management concepts.

2. Secondary objectives: Students will apply small business management principles to the current business environment. Students will focus on industry-specific small business problems and opportunities.

3. Student outcomes will be measured using objective testing, participation, and business plan development.

Topics will include, but not be limited to: entrepreneurial motivation, ethical decision making, continuous innovation, consumer behavior, marketing strategy, customer relationships, personal selling, database management, operations, direct and indirect exporting, export financing, proactive financial management, franchising, legal resources, risk management, productivity and growth.