

MANAGEMENT 206

Entrepreneurship & Small Business Management

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MANAGEMENT 206 – Entrepreneurship & Small Business Management: examines the management of a small business; analyzes the managerial functions of planning, organizing, staffing, directing, and controlling as applied to small businesses. Courses offered once a year.

Pre-requisites: ACCT 102 and MNGT 105

Overall Course Objectives

Upon completion of this course, students will be able to:

1. Identify the entrepreneurial pathways;
2. Evaluate the methods for selecting target markets;
3. Establish the differences when marketing globally;
4. Identify the various costs involved with managing and starting a business;
5. Use financial statements to guide decision making;
6. Analyze cash flow and estimate tax consequences;
7. Evaluate financing strategies including debt and/or equity; and
8. Develop a business plan.

Major Topics

- I. Examines the management of a small business
- II. Analyzes the managerial functions

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- 3 examinations
- Develop a business plan
- Complete 9 case studies and application activities

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

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