Administrative Unit: Business Administration Department

Course Prefix and Number: MGMT 341

Course Title: Small Business Management

Number of: Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: The elements to establish and operate a small business are examined in light of internal and external environmental requirements. Prerequisite: MGMT 330. Offered Fall.

Prerequisite(s)/Corequisite(s): MGMT 330.

Text(s): Most recent editions of the following:


Course Objectives:

- To understand how to start a new business.
- To comprehend the advantages of buying an existing business or a franchise, or development of a start-up.
- To analyze, apply, and evaluate modern management practice for sustaining the life and profitability of a small business.

Measurable Learning Outcomes:

- Explain the role of small business in the U.S. economy.
- Describe the benefits and shortcomings of various forms of small business organization.
- Explain the advantages of strategic planning in a small business environment.
- Identify the cogent elements in buying a franchise, existing small business or starting a new small business.
- Explain the importance of small business accounting and finance.
- Explain the various ways to market the small business product or service.
- Explain the modern approaches to managing a small business.

Topical Outline (major areas of coverage):

- All Business Administration courses include a written and oral presentation component.
- Small business management, entrepreneurship, and ownership
Recommended maximum class size for this course: 35

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.