

COURSE OUTCOME MATRIX

COURSE SYLLABUS

PART 2 of 3

Course Number and Title	MG 262 ENTREPRENEURSHIP & SMALL BUS. MGMT
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Credit Hours	3
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Course Description	Small and medium businesses are the backbone of the modern economy by creating wealth and jobs. In this course, students learn how to plan and manage the various activities essential for effectively running a small business and how to recognize and avoid the common mistakes made by small business managers. Students will learn the process of starting a new business venture and learn how to apply the concepts and skills to successfully maintain an existing business. This course offers an overview of running a small business including a discussion of leadership, strategy, marketing, finance, operations, human resources, supplier management, facilities, banking, legal, and regulatory considerations. These topics are integrated and presented in the context of a small business environment. Students will develop a business plan, bringing an idea to fruition as a successful entrepreneur. A combination of business case examples and text will be used to supplement lectures, student project work, and guest speakers.
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Prerequisite(s) and/or Corequisite(s)	
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Required Textbooks/References/Course Materials:

Liveplan Online Business Plan Software		None	Palo Alto Software	Assigned By Mbs
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General Education Outcomes	
1	Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology).
2	Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking).
3	Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency).
4	Communicate in appropriate ways with those who are culturally diverse (intercultural competence).

Program Outcomes	
1	Students will apply critical-thinking, problem-solving, and decision-making skills required to function effectively in a business environment.
2	Students will demonstrate the ability to communicate effectively in diverse business situations.
3	Students will demonstrate an understanding of globalization and the impact of cultural, economic, regulatory, and social environments on businesses and organizations.
4	Students will apply core business concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues.
5	Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace.
6	Students will evaluate, analyze, and interpret information using quantitative methods to make sound business decisions.

	Course Outcomes (CO)	Bloom's Domain for CO (C, A, P), Category, and Level	Program Outcome(s)	Written Language	Verbal Language	Information Technology	Critical Thinking	Quantitative Literacy and Fluency	Intercultural Competence
1	Describe the essential characteristics and challenges of an entrepreneur.	C - REMEMBER (1)	1,2,4	1	0	0	1	0	0
2	Develop innovative business startup ideas and evaluate the feasibility of business opportunities.	C - CREATING (6)	1,2,4,6	0	0	0	2	1	0
3	Describe the aspects of a small business and discuss the importance of small business in today's economic environment.	C - REMEMBER (1)	1,2,4	1	0	0	2	0	0
4	Compare and contrast the legal forms of business ownership.	C – ANALYZING (4)	1,4	0	0	0	2	0	0
5	Conduct industry and marketing research to develop and marketing plan.	C – EVALUATING (5)	1,2,4,6	1	0	1	2	1	0
6	Create a business plan and financial statements for a business opportunity.	C - CREATING (6)	1,2,4,6	1	1	0	2	1	0

Bloom's Domain Legend

C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend

2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
Reviewed: November 11, 2021