

Why Study Small Business Management/Entrepreneurship?

Small business management and entrepreneurship are fast becoming core disciplines across colleges and universities, and for good reason. Statistics show that over 99% of U.S. businesses are small. Almost every large business started out small, run by an entrepreneur. The business climate today is characterized by uncertainty, which requires that all enterprises must be entrepreneurial to survive.

The Small Business Administration points toward five factors that determine small business success: drive, thinking ability, people skills, effective communication, and functional/technical abilities. Gaining small business management or entrepreneurial experience and developing a combination of these skills and abilities may lead to career success.

BUSM 66: Small Business Management

This BUSM 66 course will introduce you to a working knowledge of the entrepreneurial mind frame, business models, start-up methods, along with functional knowledge regarding business planning, marketing, legal structures, accounting, finance, customer relationship management, supply chain management, pricing, promotion, strategy, human resources, operations, and sales - all within the small business context.