

M: Course Objectives / Learning Outcomes

At the end of this course, the successful student should be able to:

1. develop preliminary pro-forma financial statements using computerized spreadsheets;
2. determine market potential for a consulting business;
3. develop a business plan;
4. describe the legal requirements to start a small business;
5. identify sources of financing.
6. develop a marketing plan;
7. develop a promotional campaign;
8. develop a budget;
9. describe the elements of systems relating to accounting, payroll, inventory control and cash handling;
10. demonstrate an understanding of financial control techniques;
11. describe and demonstrate the methods of hiring and training of employees;
12. describe and illustrate principles of effective personnel management relative to leadership styles;

N: Course Content:

1. The Small Business Decision
 - personal capabilities evaluation
2. Evaluation of Business Opportunity
 - non-quantitative assessment
 - steps in quantitative assessment
 - feasibility analysis
3. Organizing a Business
 - business plan components
 - forms of business ownership/legal requirements
 - small business plan checklist
4. Financing the Small Business
 - equity and debt financing
 - government programs
5. Marketing Management
 - marketing plan
 - marketing checklist
6. Financial Management
 - fundamentals of small business accounting
 - budgets
 - financial planning and operations control
7. Personnel Management
 - best practices in personnel management

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P: