

SBM: SMALL BUSINESS MANAGEMENT

Courses	Credit(s)	Contact	Lab
SBM 1000. SMALL BUSINESS MANAGEMENT.	3	3	0
<p>SMALL BUSINESS MANAGEMENT This course provides basic principles needed for successfully starting and maintaining a traditional and Web-based small business, including procedures for planning, locating, operating, evaluating, and controlling a small business. Presents basic foundations of budgeting, marketing, research, promotion, profit analysis and advertising. This course is recommended for students interested in starting their own business, currently operating a small business or currently employed in a small business environment. This course is structured for the entrepreneur in a traditional as well as an electronic environment.</p>			