

Course Objectives/Course Outline
Spokane Community College

Course Title: Small Business Planning

Prefix and Course Number: MMGT 205

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Identify the necessary qualities and characteristics of the successful entrepreneurial profile
- Determine the steps necessary to open and operate a small business enterprise
- Identify the basic forms of small business ownership
- Identify the marketing, financial, leadership, and other competencies needed by an entrepreneur
- Use information, projections, logic, and critical thinking to recognize an opportunity and solve small business problems in a multicultural, ethical, and legal environment
- Develop a business plan

Course Outline:

- I. Principles of small business
 - A. Business Description
 - B. Characteristics of the Entrepreneur
 - C. Business Planner
 - D. Ownership
 - E. Analysis of the Industry
 - F. Target Customers
 - G. Location
 - H. Start-up costs
 - I. Financial Projections
 - J. Licenses
 - K. Design