

Spokane Falls Community College
COURSE LEARNING OUTCOMES

Prefix and Course Number:	MMGT 106
Course Title:	How to Start a Small Business
Version Date:	February 7, 2020

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Compose a mission statement for a new business.
2. Identify the new business' target customer by demographic and psychographics.
3. Conduct SWOT analysis for the business.
4. Evaluate various promotional strategies.
5. Create sales projections and pro forma income statements for the business.
6. Identify laws affecting the business.
7. Formulate a complete business plan.