

# BUS 245 Articulation Competencies

## *Small Business Management (5 Credits)*

**The major focus of this class will be the assessment of various entrepreneurial opportunities and development of an operating plan for a business including market analyses. Additional topics include human resource management, forms of ownership, operational planning, and establishing and maintaining competitive advantages.**

*Upon completion of this course, successful students will score 80% or better on the following competencies to receive WVC college credits.*

### Student Learning Outcomes:

<b>CATEGORIES</b>			
<b>1. Problem Solving:</b> A. Critical Thinking B. Creative Thinking C. Quantitative Reasoning D. Qualitative Reasoning	<b>2. Communication:</b> A. Oral Expression B. Written Expression C. Artistic Expression	<b>3. Social Interaction:</b> A. Collaboration B. Ethical Conduct C. Professional Conduct D. Cultural Diversity	<b>4. Inquiry:</b> A. Information Literacy B. Research C. Documentation

### Course Competencies Checklist:

- Students will develop a practical understanding of entrepreneurship and small business management concepts. (1A,B, 4A,B)
- Demonstrate Students will apply small business management principles to the current business environment. Students will focus on industry-specific small business problems and opportunities. (1A,B,C,D, 3C)
- Students will prepare a small business plan. (1C,D, 2A,B)

Program Outcomes:

Students who complete the ATS in General Business will be able to:

- Use and apply accounting and business concepts in real-life situations.
- Use their training and education to seek employment or advance in current employment in business-related fields.
- Know current practices, principles, and rules used in business and/or accounting.
- Develop a foundation for continued studies towards a transfer degree in business.

Core Topics:

- Develop a practical understanding of entrepreneurship and small business management concepts, problems and opportunities
- Critically evaluate and apply small business management principles to the current business environment
- Apply an ethical set of values as they relate to small business management
- Understand marketing concepts including target market analysis, pricing strategies, promotion and market research
- Understand human resource fundamentals
- Identify and understand legal issues, including intellectual property