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:

**CATEGORIES**

1. **Problem Solving**: A. Critical Thinking 3. **Social Interaction**: A.Collaboration

B. Creative Thinking B. Ethical Conduct

C. Quantitative Reasoning C.Professional Conduct

D. Qualitative Reasoning D. Cultural Diversity

1. **Communication**: A. Oral Expression 4. **Inquiry: A.** Information Literacy

B. Written Expression B. Research

C. Artistic Expression 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