

BUSG 2309
Small Business Management/Entrepreneurship

Western Texas College

- I. Basic Course Information
 - A. Course Description: Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.
- II. Information about Learning Objectives and Outcomes - Student Learning Outcomes:
 - A. Explain the major concepts in the functional areas of accounting, marketing, finance, and management.
 - B. Evaluate the legal, social, and economic environments of business.
 - C. Describe the global environment of business.
 - D. Describe and explain the ethical obligations and responsibilities of business.
 - E. Apply decision-support tools to business decision making.
 - F. Construct and present effective oral and written forms of professional communication.
 - G. Apply knowledge of business concepts and functions in an integrated manner.
 - H. Use specialized knowledge to solve business processes.
- III. Major Course Requirements
 - A. Major course requirement: Chapter quizzes
 - B. Major course requirement: Chapter exams
 - C. Major course requirement: Writing Assignments
- IV. Information on Readings
 - A. Required text: *Small Business Management: Launching & Growing Entrepreneurial Ventures 16e*, Longenecker, Petty, Palich & Hoy, ISBN-13: 9781111532871, Cengage Learning.
- V. Other Policies: Please refer to the WTC Course [Catalog](#) for the following:
 - A. Campus Calendar
 - B. Final Exam schedule
 - C. How to drop a class
 - D. Withdrawal information
 - E. Student Conduct/Academic Integrity
 - F. Students with disabilities

*The above schedule, policies, procedures, and assignments in this course are subject to change.

Last Modified: April 12, 2019