

# Student Learning Outcomes

## BUSAD 105 – Small Business Management

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Students will demonstrate the ability to describe the characteristics of an entrepreneur and demonstrate the ability to compare and contrast sole proprietorships, franchises, and partnerships

Students will demonstrate the ability to define distinctive characteristics of small firm management.

Students will demonstrate the ability to prepare and analyze a marketing plan including aspects of customer and customer loyalty, advertising, marketing, promotion, and product pricing strategies.

Students will demonstrate the ability to define accounting activities in small firms, including sources of financing and analysis of financial performance based on accounting documents.

Students will demonstrate the ability to discuss ethics and the social responsibilities of the small business.

Students will demonstrate the ability to develop a process for hiring, training and developing employees and will demonstrate the ability to evaluate forms of compensation and incentives for the small business employee.