



Business Department

973-328-5656

214 Center Grove Road, Randolph, NJ 07869

# BUS-219: SMALL BUSINESS OPERATIONS

Credits - 3

Division: School of Professional Studies and Applied Sciences

## Catalog Course Description:

This course focuses on all aspects of operating an existing business or starting a new venture, culminating in the preparation and simulated execution of a business plan. Study includes evaluations of both new and existing businesses, financing approaches, forms of ownership, traditional and Internet marketing and advertising, directing, staffing, purchasing, risk mitigation, cash management, tax obligations, bootstrapping techniques, and financial and breakeven evaluation. This is a hands-on pragmatic approach to small business management.

## Textbooks:

Title	Ed	Author(s)	Publisher	ISBN	Req/Rec
Connect Access Card for Entrepreneurial Small Business 6 <sup>th</sup> edition		Katz	McGraw-Hill	9781260676662	Required

## Statement of Course Learning Outcomes:

### Learning Outcomes

- Articulate the scope of small businesses in the United States.
- Identify actions and competencies necessary to become an entrepreneur.  
Demonstrate the ability to scan the business environment.
- Identify innovation strategies and how to effectively screen ideas.
- Develop and write a comprehensive and viable business plan.
- Explain the four methods of purchasing an existing business. Compare the advantages & disadvantages of buying a franchise. Explain major strategies of a business.
- Determine how to sustain competitive advantage  
Recognize steps in the marketing process.