



Mendocino College

COURSE LEVEL STUDENT LEARNING OUTCOMES

Term Effective:

Spring	2009
Semester	Year

Title:

Entrepreneurial Management

(limit to 50 characters including spaces)

Course Number:

BUS 132

Initiator:

J. Finnegan

Date Submitted:

8/19/2008

Units Min:

3.00

If this is a variable unit course, then the relationship between units and any difference in expected SLO's should be explained.

Units Max:

3.00

Lecture Hours:

3.00 to 3.00

Lab Hours:

0.00 to 0.00

Activity Hours:

0.00 to 0.00

Student Learning Outcomes: *(Enter the SLO's in an outline format. Use the Ctrl + Tab keys to indent for subtopics.)*

1. Design a business plan by applying fundamental concepts from business marketing, operations, financing and legal entity formation.
2. Create marketing and promotional materials using multimedia software that supports the business plan.
3. Create and analyze basic financial statements and which include various sources of funding for a start-up business.
4. Evaluate key success factors in small business management including location, distribution, competition, customer service, and personal strengths and weaknesses of managers.

SIGNATURES / APPROVALS:

Instructor(s) _____
Signature Date

Instructor(s) _____
Signature Date