

## Small Business Management - BU204

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**Section:** BU204 022252S Main Campus

**Credit Hours:** 3.00

**Course Description:** Comprehensive look at the skills needed to successfully open and operate a new or existing business; business objectives; planning; organizing; staffing; financial statements; budgets; analysis of potential markets; financing of the business; location; layout; and legal forms of ownership.

**WHEN** Start Date: 01/13/2026 End Date: 05/07/2026

**Days:**

TR

9:40 AM - 11:10 AM

Campus: Main Campus

Building: Lockman Hall

Room: LH204

### **INSTRUCTOR**

MATT SMITH

### **BOOKS**

Title: SMALL BUSINESS MANAGEMENT LAUNCHING AND 18TH Edition

Author: LONGENECKER

Required: Yes