

Small Business Management - BU204

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