

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Small Business Management

COURSE NUMBER: BBM 351

PREREQUISITE: BBM 201

COURSE DESCRIPTION:

MAJOR INSTRUCTIONAL GOALS:

GOA A1 Describe the entrepreneurial process.

A-2 Explain the benefits and drawbacks of owning a small business.

A-3 Discuss how entrepreneurs can avoid the major mistakes of running a business.

GOAL B:

Learning Objectives:

GOAL C:

Learning Objectives: The student will:

GOAL D:

Learning Objectives:

GOAL E:

Learning Objectives: