Nebraska Wesleyan University

BUS 274 Small Business Management

Catalog

2012-2013

Course Description

Students use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities of a small business enterprise. The major project is preparation of an actual business plan. Lectures, cases, and guest speakers from the community help provide students a clearer understanding of the link between theoretical studies and the practical world of business.

Prerequisite(s): BUS 001, BUS 105, BUS 107, and junior standing or permission of the instructor.

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)