

Nebraska Wesleyan University

Catalog 2013-2014

BUS 274 Small Business Management

3 hours

Majors (Adult)

Bachelor of Science in Organizational Communication

Departments/Programs:

Business (Adult Undergraduate)

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.