



PROGRAM OUTCOMES

BUSINESS MANAGEMENT (SMALL BUSINESS MANAGEMENT)

1. Capital / Financing. Raise capital, effectively manage financial resources, and develop policies and procedures to ensure financial goals are met.
2. Communication. Communicate verbally and in writing to produce letters, proposals and e-mails to clients, colleagues and other professionals.
3. People Development. Develop and create a human resource culture that protects the overall integrity of the organization through consistent practices that influence the human aspect of operating a business.
4. Legal. Develop a clear understanding of various business legal implications to better protect the company's physical and intellectual properties.
5. Strategic Planning. Develop a clearly written document that articulates/identifies the short and long term direction of the company with the primary purpose of sustaining its future growth.
6. Organizational Development. Identify roles, goals, procedures and relationships for the purpose of organizational efficiency.
7. Self Development. Commit to self-development and life-long learning in all facets of starting and operating an entrepreneurial enterprise such as time management, continuing education and balancing business and personal life.
8. Sales/Marketing. Move product or service by creating, developing and recognizing your unique selling point.
9. Product/Services Development. Perform and interpret market research to determine the demand and feasibility for product or service.
10. Operations. Identify and develop flowchart (process) to move sales order to fulfillment within organizational capacity.