

ENTP4320 - Small Business Management

[ENTP 4320](#) Small Business Management (3 semester credit hours) An integrative course designed to help students develop the skills and knowledge required to successfully establish and manage a small business. The course addresses major problem areas faced by smaller companies, including development of systems and processes to monitor and run the business, legal issues in launching and growing the business, building and maintaining customer relationships, promotional planning, team building, conflict resolution, personnel and compensation issues, and development of exit strategies. The course will also address special issues unique to managing a family business and franchising. Prerequisite: [ENTP 3301](#) or instructor consent required. (3-0) Y