

SMALL BUSINESS ADMINISTRATION

Course Descriptions

Please note: Three courses will be taken at Bemidji State University (BSU) as indicated.

SBA 2001-3-E Introduction to Business

Introduction to the fundamentals of business including business organization, business environment, management, marketing, finance, mission, business ethics, and social responsibility.

SBA 2002-2-E Personal Finance

Study of business and consumer financial matters. Topics include financial planning, preparing budgets, managing liquid and plant assets, use of debt, charitable giving, developing investment portfolios, insurance planning, retirement and estate planning, and consumer credit.

@BSU: ACCT 1101-3-E Principles of Accounting I

Modern accounting concepts including financial statement preparation, internal controls, short and long term assets, and introduction to corporations.

@BSU: ACCT 1102-3-E Principles of Accounting II

Prerequisite: Principles of Accounting I

Modern accounting concepts including the cash flow statement and consolidated statements. An introduction to management accounting topics, including cost volume-profit relationships, costing methods, and variance analysis.

@BSU: BUAD 2280-3-E Computer Business Applications

Students develop applications employing decision support systems (DSS) technology to enable decision-making, planning and auditing, utilizing client (MS-Office) software with emphasis on spreadsheets, graphic presentation software and word processing, and database management systems.

SBA 3001-3-A Principles of Management

Introductory course covering the basic theory and practice of management, including planning, organizing, controlling, staffing, motivating, and leading.

SBA-3002-3-A Principles of Marketing

Prerequisite: Principles of Accounting II

Fundamental principles concerning marketing management. Topics include market analysis, market strategy, and the basic functions of the manufacturer, wholesaler, retailer, and ultimate consumer. Students will develop a marketing plan.

SBA-3003-3-A Marketing/Business Communication

Prerequisite: Principles of Marketing

Skill sets and approaches to both marketing and business communication functions are introduced. Topics include business communication applications, promotional strategies, role and limitations of advertising, measurement and assessment, public relations, and publicity.

SBA 3004-3-A Principles of Finance

Introduction to financial concepts and issues within the context of the small business. Topics include analysis of financial statements, budgeting leverage, working capital management, time value of money, capital budgeting, and other topics relating to overall financial policy.

SBA-3005-3-A Entrepreneurship

Prerequisites: Principles of Accounting II, Principles of Marketing

Examination of required skills, resources, and techniques which transform an idea into a viable business. Entrepreneurial decision making will be stressed and the role it plays in idea generation, conception, opportunity analysis, marshaling of resources, implementation of plans, management of ongoing operations, and providing for growth will be stressed. Students will develop a small business plan.

SBA-3006-3-A Non-Profit Management

Prerequisite: Principles of Management

An overview of fundamental principles of management, governance, and leadership in nonprofit organizations. Particular attention given to issues of motivation, supervision, evaluation of professional staff and volunteers, and working with the board of directors.

SBA-3010-2-A Retail Management

Prerequisite: Principles of Management

An examination of the retail function. Topics include retailing strategy, consumer shopping behavior, human resource planning, communications, merchandising, and location.

SBA-3011-2-A Human Resources Management

Prerequisite: Principles of Management

Introduction to the management of human resources for the effective support and achievement of an organization's strategies and goals. The major functions of planning and staffing, training, compensation, promoting, disciplining, evaluating, and employee relations are examined.

SBA-4001-3-A Business Law/Ethics

Introduction to the legal and regulatory process in which business decisions are made. Application of legal constraints to management and associated management activities is examined as well as broad applications of regulatory law. Students will also gain an understanding of personal and corporate integrity from a biblical perspective and its impact on resolving ethical dilemmas.

SBA-4002-3-A Business Seminar

Designed to be taken the final year of the Bachelor's degree at OHCC. Students will examine case studies of both small and non-profit business with regard to finance, management, marketing, and leadership. Includes involvement with a local small or non-profit business.