

Faculty of Commerce & Business Administration
Small Business Management and Entrepreneurship

Information :

Course Code : MGT 303

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Description :

Small business management blends entrepreneurial goals with a realistic survey of the wide variety of functional business skills needed to operate a small firm effectively. The course will focus on such skills such as marketing, financial management, and business planning, as well as a clearer view of small business contribution to the national economy. Students will improve their problem-solving abilities through experiential exercises, classroom discussion, and the completion of a partial business plan by course end.