

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE: Small Business Management**

**COURSE NUMBER: BBM 351**

**PREREQUISITE: BBM 201**

**COURSE DESCRIPTION:**

**MAJOR INSTRUCTIONAL GOALS:**

**GOA A1 Describe the entrepreneurial process.**

**A-2 Explain the benefits and drawbacks of owning a small business.**

**A-3 Discuss how entrepreneurs can avoid the major mistakes of running a business.**

**GOAL B:**

**Learning Objectives:**

**GOAL C:**

**Learning Objectives: The student will:**

**GOAL D:**

**Learning Objectives:**

**GOAL E:**

**Learning Objectives:**