

Small Business Management/Entrepreneurship Certificate

		Student Learning Outcome 1 (Content)	Student Learning Outcome 2 (Critical Thinking)	Student Learning Outcome 3 (Communication)
Course Title	Course Number	Describe relationship of HRM and organizational strategy	Analyze the contemporary problems and issues facing small and family businesses	Organize your thoughts and express them clearly, concisely, and persuasively through such formats as an elevator speech and the oral and written presentation of a business plan proposal.
Human Resource Management	MAN 3301	Direct Measure: Performance on Content Exam		
Project Management	MAN 3583			
Small Business/Family Business Management	MAN 3802		Direct Measure: Performance on Content Exam	
Business Plan Development for New Venture	MAN 4801			Direct Measure: Group Project (Graded with a Rubric)