

Management 2166
Small Business Management
Unit 4 Learning Objectives

1. List the factors to consider when preparing an international business plan.
2. Enumerate the five ways for small businesses to conduct international trade.
3. Analyze the advantages and disadvantages of exporting for small businesses.
4. Discuss the factors to consider when importing products and materials.
5. Explain how small businesses can manage their finances in international trade.
6. Articulate the cultural and economic challenges of international small business activity.
7. Describe the functions and activities involved in managing a small business.
8. Explain the stages of small business growth and their consequences for managing your business.
9. Discuss the significance of employee leadership and motivation for small business.
10. Apply the foundations of total quality management to running a small business.
11. Discuss the special management concerns of time and stress management.
12. Discuss the importance of hiring the right employees.
13. Define the job analysis process and the function of job descriptions and job specifications.
14. Evaluate the advantages and disadvantages of the six major sources of employee recruitment.
15. Describe the three tools commonly used in employee selection.
16. Discuss the need for employee training and the seven methods of providing this training.
17. Explain the two components of a compensation plan and the variable elements of a benefits system.

18. Profile an effective sequence for disciplining and terminating employees.
19. Describe the elements of an operating system.
20. Explain how manufacturers and service providers use operations management.
21. Describe how to measure productivity.
22. Recount the methods of scheduling operations.
23. Explain the role of quality in operations management.
24. Identify the three ways to control operations.