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Chapter 2² Integrity and Ethics: Foundations for Success ...

Chapter 2² Integrity and Ethics: Foundations for Success in Small Business TRUE/FALSE 1 Many entrepreneurs are people of principle, and integrity regulates their quest for profits

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Small Business Management > Syllabus | Concourse

1 Identify management skills for a small business 2 Outline issues related to choosing a business, succeeding in a business, and obtaining a return on investment 3 Create a business plan Materials Bryan Campus: Small Business Management Author: Longenecker Publisher: Cengage Learning Edition: 16th ...

Small Business Management: Launching And Growing ...

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Tutorial Letter: Textbook availability Entrepreneurship ...

Tutorial Letter: Textbook availability Entrepreneurship (ENT/ENT001) Semester One 2014 Dear Student Please note and refer to the IMM GSM updated booklist The textbook for Entrepreneurship (ENT/ENT001) is listed as the following: Petty, JW, Palich, LE, Hoy, F, and Longenecker...

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BUAD Small Business Financing: How and Where to Get It Magos 2nd 1 BUAD Small Business Management Longenecker 16th 2 BUAD Supervision Today Robbins, etal 7th 3 BUAD The Global ...

SBM 2000 Small Business Management Course Syllabus

2 Distinguish between the alternative options for small business ownership 3 Outline the framework for small business ownership 4 Apply principles of financial management to small businesses 5 Apply ...

MGT 308 - Entrepreneurial Strategy

MGT 308 - Entrepreneurial Strategy Mgt 308, Fall 2012 Page 2 of 8 Required Course Text "Small Business Management: Launching & Growing Entrepreneurial Ventures (16th Edition)", Prepared for Texas A&M University-Commerce, Justin Longenecker...

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SYLLABUS - ACCT 1392 - CRN 80595 Small Business ...

Small Business Accounting Distance Education - Spring 2014 Session Dean of Career & Technology Education: Dr Arnold Goldberg This course involves the study of small business, how they are organized, managed, the importance of customer relationships, employee concerns and financial priorities It is an 16th edition, by Longenecker

CODE Courses Textbook Publisher EditionISBN # Author ...

SMALL BUSINESS MANAGEMENT Small Business Management Cengage Learning 18th 978-1-305-40574-5 Justin G Longenecker and J William Petty \$24746 CAC104 RECORDKEEPING Keeping ...

School of Business

management theories for running small business will be provided by combining the courses you have learned in the business school Through case discussions related to small business operations, ...

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