



TARLETON
STATE UNIVERSITY
Member of The Texas A&M University System

MANAGEMENT PROGRAM

Entrepreneurial Small Business



BBA
Management
Webpage

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Management
Department



College of
Business



LinkedIn



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Entrepreneurial Small Business Management

There are 30.2 million small businesses (99.9% of all U.S. Business) in the United States, according to the Small Business Administration's (SBA) Office of Advocacy. There are 5.5 million family businesses in the United States and they contribute 57% of GDP and employ 63% of the workforce (Family Enterprise USA, 2011). Entrepreneurship is the process through which individuals or a group exploit a commercial opportunity, either by bringing a new product or process to the market, or by substantially improving an existing good, service, or method of production. This process is generally organized through a new organization (a start-up company), but may also occur in an established business.

Small business experience a variety of unique managerial challenges that large corporations have specialized staff to handle. Survival of the small business depends on the ability to act entrepreneurial.

The Program

The Management Department recognizes the need for specialized knowledge and training in entrepreneurship and management of small businesses. To help learners, we have assembled a collection of specialized courses. The *courses, listed below, are available now* for any business OR non-business student.

BBA-Management Majors

- Complete the BBA-Management according to your existing degree plan
- Add the list of courses to the right as your Advanced Business Electives
- We recommend MGMT 3304 plus three others

Entrepreneurial Small Business Courses

- MGMT 3304 Small Business Management
- MGMT 4312 Entrepreneurship
- MGMT 4320 International Entrepreneurship
- MGMT 4323 Innovation and Creativity in Business
- MGMT 4325 Trends & Issues in Entrepreneurship