Saint Leo University

Principles of Management: Spring One

Business Portfolio Project

The course outcomes that will be addressed in this project are:

- Understand and define the essentials of a business plan, including the evaluation basic financial and economic principles that would drive the plan.
- Describe how marketing has been impacted by technology advancements and global expansion
- Describe the basic functions of management such as staffing, planning, organizing, controlling and leading.
- Recognize and define the dynamic role of human resources
- Understand and apply ethics in the decision-making process through class exercises
- Compare and contrast the different types of business structures
- Create a project that will demonstrate the fundamental business operations a student may consider for a career discipline using multimedia

Program Outcome:

- Comprehend the primary functions of management, and apply those functions in the decision-making process.
- Apply information technology skills to specific business applications
- Develop and begin to apply leadership skills in various settings
- Understand and apply the principles of ethical behavior to the workplace
- Demonstrate knowledge of economic and quantitative issues in the business environment
- Understand the role of business in a global environment

A Business Plan is the best way for potential small business owners to ensure that their endeavor is a sound idea for a business. The business plan forces potential owners to be specific about the products or services they intend to offer. In addition, it is their opportunity to convince potential investors to take a chance on their business by financing it. This can make the difference of a business succeeding or failing depending on how prepared a potential business owner is.