

Northwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code

BADM

Course Number

2523

Course Title

Small Business Management

Catalog Description

(S) This integrative capstone course which emphasizes application of the skills and knowledge acquired throughout the Entrepreneurship curriculum. Students will solve small business problems and complete a capstone project designed to prepare them to launch a small business.

Prerequisites

ENGL 1013, ENTR 1003, and ACCT 2013.

Credit Hours

3

Contact hours

45 Lecture/Lab Contact Hours

Load hours

3 Load Hours

Semesters Offered

Spring

ACTS Equivalent

None

Grade Mode

A-F

Learning Outcomes

Students completing this course will:

- Apply critical thinking skills to entrepreneurial processes.
- Identify the distinctive features of small business management.
- Illustrate the importance of endurance for entrepreneurial success.
- Determine whether their business idea is a problem worth solving.
- Develop a Lean Canvas to critically analyze and interpret key business information and identify potential problems and solutions.

- Demonstrate mastery in oral and visual presentation skills and develop a foundation of confidence in the skills necessary to cause others to act.

General Education Outcomes Supported

None

Standard Practices

Topics list

- Mission statement
- SWOT analysis
- Ethics in entrepreneurship
- Organizational structure
- Human resources management
- Marketing Sales Funnel
- Social Media
- E-commerce
- Competitive analysis
- Pitch
- Pitch Deck
- Lean Canvas

Learning activities

May include some or all of the following: Tests, quizzes, projects, reports, papers, and/or online homework and/or class participation.

This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

Exams, case studies, needs analysis, and development of a Business Plan.

Grading guidelines

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below