NorthWest Arkansas Community College
Division of Business & Computer Information

MGMT 1013 FREE ENTERPRISE (F,S)

Catalog Description:
A project-driven course aimed at teaching students an understanding of Free Enterprise through the application of economic activities within the community. Emphasis will be placed on teamwork. (Open to all students.).

Prerequisite:
N/A

Credit Hours/Contact Hours/Load Hours:
3/3/3

Target Audience / Transferability:
Designed for any major, especially for those who have the desire to change the world. This course will not transfer to most 4-year institutions.

General Course Objectives:
Students completing this course will:

- Understand and teach others how a market-based economic system operates.
- Acquire the education and skills training needed to succeed in a dynamic, competitive global economy.
- Learn how to succeed as an entrepreneur and/or improve an existing business.
- Develop the personal financial management skills necessary to achieve financial independence
- Understand that the long-term success and prosperity of a market economy, businesses, and individuals are dependent on ethical business practices.
- Develop and execute a strategy to ensure the long-term sustainability of the team's and educational programs.
- Identify basic concepts in finance, marketing, ethics, economics, and team support.
- Teach under served community members elements of free enterprise in order to improve their lives.
- Make decisions need to plan and organize events.
- Assess project outcomes.
- Determine level of project success and level of impact on target audience.
- Determine need for project improvement.
- Be able to use mathematics, algebra, and reasoning skills to solve assignments that will further their understanding of business.
- Teach under served community members how to help themselves.

Topics:

- Leadership
- Time Management
- Public Speaking
- Project Management
- Fundraising

Forms of Assessment:
Weekly journals, time sheets, project proposals and summaries, in addition to project impact on target audience.