

AGENDA

Curriculum Committee

Date | time 11/19/2024 | 4:00PM | *Meeting called by* Heather Nelson

Members

Chair: Heather Nelson, LGM /Business | Recorder: Shelley Koone, General Education | Gary Donberger, Trades | Julie Auterson, Cosmetology | Mark Maxwell, HSW | Ex Officio: Julie Schmaltz | Ex Officio: Erin Brickley

- | # | Item |
|---|--|
| 1 | Call to Order |
| 2 | Past meeting minutes |
| 3 | Old Business <ul style="list-style-type: none">A. Approval status of past meeting minutes. |
| 4 | New Business <ul style="list-style-type: none">A. Business Technology – Dr. Kelly Todd will present<ul style="list-style-type: none">i. Course Add: BST 2643 |
| 5 | Adjournment |
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**Arkansas Tech University - Ozark
Curriculum Committee Meeting**

Date: November 19, 2024

Minutes

CALL TO ORDER The Curriculum Committee (CC) met on-campus in HSW conference room. Heather Nelson, Chair, called the meeting to order at 4:05 PM.

The following members were present:

Heather Nelson – Chair
Shelley Koone – Recorder General Education/ Math
Julie Auterson – Cosmo
Mark Maxwell – HSW
Gary Donberger – Trades
Julie Schmalz – Ex officio
Erin Brickley – Ex officio

We were joined by:

Dr. Kelley Todd – Business Technology Chair

APPROVAL OF MINUTES The minutes from October 22 were read by Shelley Koone, Recorder. Motion to approve the past minutes as read was made by Donberger, and second by Auterson. Motion carried.

OLD BUSINESS The proposed changes from October meeting were voted on by email. A motion to accept the proposals was made by Auterson, second by Koone. Motion carried.

Minutes from our past meetings have been approved by Dr. Jacobs.

NEW BUSINESS Dr Kelley Todd, Business Technology Chair, presented a course addition:

- The new course BST 2643 Fund of Small Business Operations will be part of a Certificate of Proficiency (CP) students can earn during the course of pursuing a Technical Certificate or Associates degree. The CP consists of the new course along with Organizational Leadership, Intro to Management, and Intro to HR
- This is an elective course that students in any program can take if their course of study permits. Many on the committee were excited about this prospect for some of their students. Nelson especially said she would recommend this to her students as they are already taking several of the classes in the CP track.
- Course will be 100% online and Dr. Todd would like to hire an adjunct instructor to teach the course.
- The course will be offered for the first time in Summer I 2025, if approved. Supporting documents attached.

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- There was some discussion about stackability, interaction with Russellville courses, and similar certificates on Russellville campus. This is a different certificate and does not stack.
 - Maxwell made a motion to add the new course to the catalog, second by Auterson. Motion carried.

ANNOUNCEMENTS The next meeting will be on January 28, 2025 at 4:00 PM in the HSW Conference room.

ADJOURNMENT Motion by Koone, second by Auterson to adjourn the meeting. Motion carried. The meeting was adjourned at 4:35 PM.

Arkansas Tech University – Ozark Campus
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee
 FROM: Business Technology (BST)
 DATE SUBMITTED: October 17, 2024

REQUEST FOR COURSE ADDITION

Title	Signature	Date
Program Chair	<i>Kelley Dodd</i>	10/17/24
Associate Registrar		
Chief Academic Officer		

Course Subject: BST (Business Technology)		Course Number: 2643	
Cross-listed with Subject: No		Course Number: n/a	
Official Title (Limited to 30 characters including spaces): Fund Small Business Operations <i>Please note: Fundamentals of Small Business Operations will serve as complete title for publications, etc.</i>			
Mode of Instruction: (check appropriate box)			
<input checked="" type="checkbox"/>	01 Lecture	<input type="checkbox"/>	02 Lecture/Laboratory
<input type="checkbox"/>	06 Internship	<input type="checkbox"/>	08 Independent Study
<input type="checkbox"/>		<input type="checkbox"/>	03 Laboratory only
<input type="checkbox"/>		<input type="checkbox"/>	10 Special Topics
Effective Term: <input type="checkbox"/> Spring <input checked="" type="checkbox"/> Summer I		If course is required by major/minor, how frequently will course be offered? Course is part of CP in Fundamentals of Small Business Management proposed to ADHE. Course will be offered each semester.	
Is this course repeatable for additional earned hours? Y / No How many times? n/a			
Does this course require a fee? No How much? n/a Type of fee? n/a			

Elective Major Minor

If major or minor course, you must complete the Request for Program Change form.

Prerequisites: **None**

Co-requisites: **n/a**

Grading **Standard Letter** P/F Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:

- a. Course subject, number and title
- b. Course description as to appear in catalog
- c. Course goals and/or objectives
- d. Course outline
- e. Methods of student performance assessment and evaluation
- f. Course bibliography, reading list, and /or listing of other instructional media

Please see attached/following pages.

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

As with any of our TC offerings, students will need access to a laptop/desktop computer and internet capabilities.

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

No

How does this proposal support the University Mission or University Strategic Planning Goals?

This proposal speaks directly to Programs and Deliveries (Goal 4) by expanding and strengthening alignment with current market and emerging trends as well as promoting personal and professional growth opportunities. This is of benefit for students as well as members of the workforce who wish to seek for the first time or even return to higher education for the purpose of upskill opportunities associated with small business operations or even ownership. Overall, this course supports the mission of empowering students to achieve their goals by offering opportunities for student success, career development, civic engagement, and community betterment.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

Advisory committee members, departmental faculty, and university leadership are in support of the proposed certificate of proficiency in Fundamentals of Small Business Management. Advisory committee members span Western, Northwestern, and Central Arkansas as well as represent areas of expertise including business technology, human resources, project management, small business operations/ownership, management, accounting/finance, communications, general business, curriculum and instruction, customer service, leadership, office management, marketing, and supervisory roles/duties. In fact, an advisory committee member who operates and manages her own small business in addition to serving as a college and career advisor in Western Arkansas stated it unequivocally when she shared her beliefs based on experience that she is "definitely in support of small business operations and small business management in our training curriculum at ATU-Ozark. These project-based and management skills are essential in giving students a hands-on approach to the applicable skills needed in the business industry. As a college and career advisor I encourage my students to have career exposure in their career focus area in order to be more marketable after graduation." This is exactly what we want for our students – the ability to be more marketable with increased skills, knowledge, and credentials and well prepared to begin to turn career goals into reality! Furthermore, this is exactly what we want for our communities – well run businesses which in turn positively impact economic growth of the community at large as well as the daily lives of community members.

How will the effect of the change be monitored in ongoing program assessment?

Interest and enrollment in the course as well as the CP along with successful skills and knowledge attainment in the content area will be used in ongoing assessment.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

This course will not affect any other departmental CP, TC, or AAS. However, it may be a value-added opportunity for students with aspirations of managing or owning a small business.

Fundamentals of Small Business Operations

BST 2643-TC1

General Information

Course Description

Fundamentals of Small Business Operations is designed to provide students with a comprehensive understanding of the key elements involved in managing and growing a small business. This course will cover the fundamental concepts of business operations, including planning, financial management, marketing, human resources, and operational efficiency. Students will gain practical knowledge and skills to manage the day-to-day activities of a small business, with an emphasis on strategic decision-making, problem-solving, and maximizing operational success.

Course Outline & Objectives

Module 1: Introduction to Small Business Operations

- **Overview of Small Business Management:** Defining small businesses, their role in the economy, and unique challenges compared to large corporations.
- **Types of Small Businesses:** Exploring different business models (e.g., sole proprietorships, partnerships, LLCs) and their implications for operations.
- **Key Responsibilities of Small Business Owners:** Understanding the multitasking role of an owner-manager in overseeing operations, finance, marketing, and HR.

Learning Objectives:

- Understand the fundamental characteristics and challenges of small businesses.
- Define the core operational responsibilities of small business owners.
- Identify key small business structures and their operational implications.

Module 2: Business Planning and Strategy Development

- **Business Plan Essentials:** Developing mission, vision, and business goals; understanding the components of a strong business plan.
- **Strategic Planning for Small Businesses:** Creating short- and long-term strategies to guide business growth and operational decisions.
- **SWOT Analysis:** Identifying strengths, weaknesses, opportunities, and threats to help small business owners make informed strategic decisions.

Learning Objectives:

- Learn how to create a comprehensive business plan that guides operations.
- Conduct a SWOT analysis to evaluate internal and external factors impacting the business.
- Develop strategic goals that align with the small business's mission and resources.

Module 3: Financial Management in Small Businesses

- **Understanding Basic Financial Statements:** Introduction to income statements, balance sheets, and cash flow statements.
- **Budgeting and Financial Forecasting:** Creating a budget, forecasting future revenues, and managing cash flow for small businesses.
- **Managing Costs and Maximizing Profitability:** Strategies for cost control, managing operational expenses, and maximizing profit margins.
- **Access to Financing:** Overview of financing options for small businesses (loans, grants, crowdfunding, and investors).

Learning Objectives:

- Interpret basic financial statements to assess business performance.
- Develop and manage a business budget and forecast future financial needs.
- Explore financing options to support small business growth and sustainability.

Module 4: Marketing and Sales Strategies

- **Marketing Fundamentals:** Understanding target markets, customer segmentation, and crafting a marketing mix (product, price, place, promotion).
- **Branding and Small Business Identity:** Creating a strong brand identity and positioning the business within a competitive market.
- **Digital Marketing for Small Businesses:** Leveraging social media, SEO, email marketing, and other digital platforms to reach customers.
- **Sales Strategies:** Developing effective sales techniques, building customer relationships, and increasing revenue.

Learning Objectives:

- Learn how to develop a marketing plan that aligns with small business objectives.
- Explore digital marketing tools and strategies tailored for small businesses.
- Develop sales strategies focused on customer acquisition and retention.

Module 5: Operations Management and Process Optimization

- **Introduction to Operations Management:** Key components of business operations (supply chain management, production, service delivery).
- **Process Improvement and Efficiency:** Identifying bottlenecks, optimizing workflows, and improving operational efficiency.
- **Inventory and Supply Chain Management:** Managing inventory levels, supplier relationships, and production schedules.
- **Technology in Small Business Operations:** Utilizing software and digital tools (POS systems, CRM, ERP) to streamline operations.

Learning Objectives:

- Understand the core components of small business operations.
 - Learn process optimization techniques to increase operational efficiency.
 - Explore how technology can enhance operational performance and decision-making.
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Module 6: Human Resources and Talent Management

- **Human Resource Planning for Small Businesses:** Recruitment, hiring, and staffing strategies for a small workforce.
- **Employee Training and Development:** Developing talent through on-the-job training, professional development, and performance management.
- **Labor Laws and Compliance:** Understanding basic employment laws, employee rights, and legal requirements for small business owners.
- **Building a Positive Work Culture:** Creating an environment that promotes employee satisfaction, retention, and productivity.

Learning Objectives:

- Explore recruitment and talent management strategies for small businesses.
 - Understand the legal requirements of hiring and managing employees.
 - Learn how to foster a positive and productive work culture in small teams.
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Module 7: Customer Service and Relationship Management

- **Delivering Excellent Customer Service:** Best practices for small businesses to build customer loyalty through exceptional service.
- **Customer Relationship Management (CRM):** Using technology to track customer interactions and manage relationships.
- **Handling Customer Complaints and Feedback:** Effective methods for addressing customer complaints, resolving issues, and gathering valuable feedback.
- **Building a Loyal Customer Base:** Strategies for encouraging repeat business and maintaining long-term relationships with clients.

Learning Objectives:

- Develop customer service strategies to enhance customer satisfaction.
 - Understand how to implement and leverage a CRM system.
 - Learn techniques for building and maintaining a loyal customer base.
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Module 8: Risk Management and Legal Considerations

- **Identifying Risks in Small Business Operations:** Common operational risks (financial, legal, reputational) and strategies for mitigation.
 - **Insurance and Liability:** Types of business insurance, managing liability risks, and protecting the business from potential losses.
 - **Legal Compliance and Contracts:** Understanding small business laws, contracts, and intellectual property rights.
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- **Crisis Management and Business Continuity:** Preparing for emergencies, creating a crisis management plan, and ensuring business continuity in the face of disruptions.

Learning Objectives:

- Identify operational risks and learn mitigation strategies for small businesses.
- Understand the importance of insurance, legal compliance, and risk management.
- Develop a crisis management plan to ensure operational resilience.

Module 9: Technology and Innovation in Small Business

- **Digital Transformation in Small Businesses:** Integrating digital tools to streamline operations, marketing, and customer service.
- **E-commerce and Online Sales:** Exploring online sales channels and platforms to expand market reach.
- **Innovation and Adaptability:** How small businesses can remain competitive by embracing innovation and responding to industry trends.
- **Cybersecurity for Small Businesses:** Protecting business data and systems from cyber threats through basic cybersecurity practices.

Learning Objectives:

- Explore how digital transformation impacts small business operations and growth.
- Learn best practices for e-commerce and online sales.
- Understand the importance of cybersecurity in protecting business operations.

Module 10: Scaling and Growing a Small Business

- **Business Growth Strategies:** Expanding operations, opening new locations, and entering new markets.
- **Franchising and Licensing:** Exploring franchising and licensing as growth strategies for small businesses.
- **Managing Growth:** The challenges of scaling a small business, including financial management, staffing, and maintaining quality.
- **Exit Strategies:** Planning for the future with strategies like selling the business, passing it on, or merging with another company.

Learning Objectives:

- Understand growth strategies suitable for small businesses.
- Explore franchising, licensing, and other options for scaling operations.
- Learn how to manage challenges associated with business growth.

Final Project: Business Operations Plan

At the end of the course, students will apply what they've learned by developing a comprehensive business operations plan for a small business. This plan will cover strategic goals, operational processes, financial management, marketing strategies, and risk management.

Assessment & Evaluation

Course Materials

Course Materials will include textbook materials utilizing Arkansas Tech's Inclusive Access program in cooperation with the ATU-Ozark Bookstore. Additional readings and online materials may be introduced throughout the semester.

General Education/Assessment Linkage

This course will provide students with opportunities to support Arkansas Tech University–Ozark's general education objectives of communicating effectively, thinking critically, developing ethical perspectives, applying scientific and quantitative reasoning, demonstrating knowledge of the arts and humanities, and practicing civic engagement.

Grading Scale

- A 90 - 100%
- B 80 - 89%
- C 70 - 79%
- D 60 - 69%
- F 0 - 59%

Course Work

Students will gain practical knowledge and skills to manage the day-to-day activities of a small business, with an emphasis on strategic decision-making, problem-solving, and maximizing operational success while actively engaging in class activities including but not limited to reading, discussions, scholarly research, and practical application. Final course grade will be calculated based on total points earned out of total points possible.

Late Work/Make-Up Work

In the event an unforeseen situation arises causing the student to miss an assignment due date, the student must immediately contact the instructor to arrange to submit their assignment. Be advised, late work may be penalized.

Academic Integrity/Plagiarism

Plagiarism is the act of representing someone else's work as your own and is an academic crime equivalent to theft. If a student is discovered plagiarizing, they will receive no credit for the assignment, project, activity, exam, etc. Academic honesty is expected.

Online Connectivity/Blackboard Access

A reliable internet connection is critical for optimal participation in this class. Students are expected to check Blackboard throughout the week for announcements, updates, etc.

Required Hardware

A desktop or laptop computer will be required to complete coursework. Students receiving ARFutures may* be able to use grant funds to purchase necessary equipment, but students must purchase laptops through the ATU-Ozark bookstore. *Any questions about this possibility may best be answered by the ATU-Ozark Bookstore and/or ATU-Ozark Financial Aid. Other options for accessing computer technology may include utilizing an on-campus computer lab and/or checking a laptop out from the ATU-Ozark Campus Library.

Late Work/Make-Up Work

In the event an unforeseen situation arises causing the student to miss an assignment due date, the student must immediately contact the instructor to arrange to submit their assignment. Be advised, late work may be penalized.

Additional Information & Resources

Disabilities Statement

Arkansas Tech University values diversity and inclusion and is committed to a climate of mutual respect and full participation of all students. My goal is to create a learning environment that is useable, equitable, inclusive, and welcoming. If there are aspects of the instruction or design of this course that result in barriers to your inclusion or prevent an accurate assessment of your achievement, please meet with me privately to discuss your needs and concerns. You may also contact the Student Success and Disability Services Coordinator, located in Technology and Academic Support (TAS), Suite 140, in person, via phone at (479) 508-3368, via email at ozark.accommodations@atu.edu, or visit their website at <https://www.atu.edu/ozark/ssc/Accommodations.php> in order to initiate a request for accommodations.

Title IX Information

Gender discrimination, which includes sexual misconduct, is prohibited in education programs, activities, and classes. Federal Title IX law and ATU policy prohibit sexual misconduct, specifically sexual harassment, domestic and dating violence, sexual assault, sexual exploitation, and stalking. Behaviors, like those described, can undermine the ability of a student to achieve academic success. If you or someone you know has experienced gender discrimination, we encourage you to seek assistance and to report the incident through resources available at <https://www.atu.edu/titleix/>. Mitzi Reano is the Deputy Title IX Coordinator for the Ozark Campus and can be reached at (479) 508-3307 or via email at mreano@atu.edu. Please know that faculty are considered Responsible Employees are not confidential under Title IX. Confidential assistance is available in Counseling Services located in the Health and Wellness Center, Doc Bryan Student Services Center, Suite 119, (479) 968-0329, <https://www.atu.edu/cslcenter/>.

Privacy & Accessibility Policies for Third Parties

All software and services used on Arkansas Tech's server are required to provide privacy and accessibility policies. These policies can be found at: https://www.atu.edu/etech/privacy_accessibility.php.

Heather Nelson

From: Tina Smith
Sent: Friday, December 6, 2024 1:17 PM
To: Heather Nelson
Cc: Sheila Jacobs
Subject: Re: NOV Curriculum Committee Minutes -- APPROVAL NEEDED

Hi Heather,
This all looks good to me. Unless Dr. Jacobs has any questions or concerns I believe it is good to go.
Tina

Dr. Tina Smith
Vice Chancellor
Academic Affairs and Workforce Development
479-508-3317
tsmith145@atu.edu

From: Heather Nelson <hnelson1@atu.edu>
Sent: Tuesday, December 3, 2024 10:54 AM
To: Tina Smith <tsmith145@atu.edu>
Cc: Sheila Jacobs <sjacobs3@atu.edu>
Subject: NOV Curriculum Committee Minutes -- APPROVAL NEEDED

Hello Dr. Smith,

I am chair of the Curriculum Committee, which is responsible for review and initial approval of all program and course changes. The process for these changes are included in the attached documents:

1. ATU Curricular Approval Process (Russellville)
2. ATU Ozark Curriculum Committee Bylaws

The "final" step in approvals is your office, the VCAAO. Please see the attached minutes from our CC meeting in November, for your review and approval.

Highlights:

- Business Technology Request: ADD 1 course
 - BST 2643 Fundamentals of Small Business Operations
 - 100% online
 - New adjunct desired
 - No fee for course
 - Start date: Summer I 2025

I have copied in Dr. Jacobs for assistance, if needed.

Kind regards,

Heather E. Nelson

Logistics Management

Program Chair

(479) 508-3367

<https://www.atu.edu/ozark/degrees/associates/logistics-management.php>

