

Course links

[Become a Small Business Owner](#)

Learning Path Assessment

Produce a 2500 words essay covering the module outcomes:

- Explain why focusing on creating a strong and impactful pitch for your business is a critical step in becoming a Small Business Owner?
- Critically evaluate how does creating a prototype for your business can help with its future growth and success?
- Demonstrate a conceptual and critical understanding of the different steps to create a small business.
- Create a 3 min pitch of a fictitious business of your choice.
- Discuss how using social media can have a positive impact on your business' growth and success.

Further learning sessions which you may wish to explore as part of your independent learning include:

[Leading with a growth mindset](#), [Cultivating a growth mindset](#), [Facilitation skills managers and leaders](#) and [Communicate with emotional intelligence](#).

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

Further questions

Contact [SSBR Marketing](#) for more info.

Assessment submission

Please send in word format to [SSBR Academics](#) mentioning LinkedIn Pathway in the title.