

Heritage Health Resources

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Abstract

Ann Igbo's small business, Heritage Health Resources, was strapped for cash. Client insurance payments dribbled in and cash flow had become a problem. It looked as if billing automation might offer a solution, but software was expensive. Ann had no experience with running projects, yet she had to determine if the costs and risks would be worth the potential benefit. In this decision critical incident, a small business owner must determine whether or not the expense of automation would be worth the risks and the cost.

Learning Outcomes

In completing this assignment, students should be able to:

1. Recognize the importance of the project selection process.
2. Describe the steps a firm should take to select the right project(s) before embarking on actual work.
3. Evaluate alternatives to selecting this particular project while considering the costs and tradeoffs involved.

Application

This decision critical incident is useful in upper-level or graduate-level courses in small business management, entrepreneurship, and project management.

Key Words

small business, woman-owned business, social entrepreneur, project management, technology competency

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