

Course Outline

COURSE: BUS 700 **DIVISION:** 90 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2020 **CURRICULUM APPROVAL DATE:** 11/13/2018

SHORT TITLE: ENTREPRENEURSHIP

LONG TITLE: Entrepreneurship

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
0	18	Lecture:	.84	15
		Lab:	0	0
		Other:	0	0
		Total:	.84	15

COURSE DESCRIPTION:

This course is designed to help students examine their own entrepreneurial skills and gain new ones through introspection. With interactive activities students will learn how to generate, develop and evaluate their own ideas. In this course students will also be introduced to the concepts of innovative and social entrepreneurship.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES

N - Non Credit

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Student develops and presents their business plan to the class.
2. Student develops a small business plan.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

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Week 1 (3 hours): Entrepreneurship

- a. What is it?
- b. Benefits
- c. Risks

Week 2 (3 hours): Types of Entrepreneurship

- a. Social
 - i. Case studies
- b. Innovative
 - i. Case studies

Week 3 (3 hours): Entrepreneurial skills

- a. Review and brainstorm of skills and abilities to become an entrepreneur
 - i. Discipline
 - ii. Resilience
 - iii. Leadership
- b. Entrepreneur 2.0 Assessment
- c. The Seven Habits of Highly Effective People by Stephen Covey

Week 4 (3 hours): Business Ideas

- a. Brainstorming Skills
- b. Record Keeping

Week 5 (3 hours): Business Model

- a. Definition and key aspects of business model
- b. Key components of a business plan
- c. Business Model Canvas
 - i. Evaluating business ideas using business model canvas (BMC)

METHODS OF INSTRUCTION:

Lecture: 15 hours of face-to-face lecture time.

OUT OF CLASS ASSIGNMENTS

Required Outside Hours: 5

Assignment Description:

Development of a Small Business Plan

Includes Marketing, Product Development, Sales and Infrastructure plan.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 100.00 %

REPRESENTATIVE TEXTBOOKS:

Kathleen R Allen. Entrepreneurship & Small Business Management, Student Edition (ENTREPRENEURSHIP SBM) 4th Edition. New York: McGraw-Hill Education,2010.

Entrepreneurship and Small Business Management will give students the information and decision-making skills necessary to start a small business and make it grow. It also benefits students who don't start or run their own businesses by giving employees a look at the business arena and helping all students understand their roles as consumers.

ISBN: 978-0078613036

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: J

Noncredit Category: J

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: Y

Funding Agency Code: A

In-Service: N

Occupational Course: C

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000602602

Sports/Physical Education Course: N

Taxonomy of Program: 050600