Course Outline

COURSE: BUS 701    DIVISION: 90    ALSO LISTED AS:

TERM EFFECTIVE: Summer 2019    CURRICULUM APPROVAL DATE: 11/13/2018

SHORT TITLE: SMALL BUSINESS OWNERSHIP
LONG TITLE: Small Business Ownership

<table>
<thead>
<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>18</td>
<td>Lecture: 3</td>
<td>Lecture: 54</td>
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<td></td>
<td></td>
<td>Lab: 0</td>
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<td>Other: 0</td>
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<td>Total: 3</td>
<td>Total: 54</td>
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COURSE DESCRIPTION:
This course will help students gain the skills and commitment necessary to successfully launch an entrepreneurial venture. Students will learn about effective business planning methods, start-up activities and costs, marketing strategies, and financing options.

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:
1. Student will present a business plan which incorporates market analysis, product/service development, cost analysis, marketing, sales, and manufacturing.
Measure of assessment: Business plan grading rubric.
Year assessed, or planned year of assessment: 2020
Semester: Fall
Institution Outcome Map

1. Communication:
   1.1 Students will communicate effectively in many different situations, involving diverse people and viewpoints.
   1.2 Speaking: Students will speak in an understandable and organized fashion to explain their ideas, express their feelings, or support a conclusion.
   1.3 Listening: Students will listen actively and respectfully to analyze the substance of others’ comments.
   1.4 Reading: Students will read effectively and analytically and will comprehend at the college level.
   1.5 Writing: Students will write in an understandable and organized fashion to explain their ideas, express their feelings, or support a conclusion.

2. Cognition:
   2.1 Students will think logically and critically in solving problems; explaining their conclusions; and evaluating, supporting, or critiquing the thinking of others.
   2.2 Analysis and Synthesis: Students will understand and build upon complex issues and discover the connections and correlations among ideas to advance toward a valid independent conclusion.
   2.3 Problem Solving: Students will identify and analyze real or potential problems and develop, evaluate, and test possible solutions, using the scientific method where appropriate.
   2.4 Creative Thinking: Students will formulate ideas and concepts in addition to using those of others.
   2.5 Quantitative Reasoning: Students will use college-level mathematical concepts and methods to understand, analyze, and explain issues in quantitative terms.
   2.6 Transfer of Knowledge and Skills to a New Context: Students will apply their knowledge and skills to new and varied situations.

3. Information Competency:
   3.1 Students will use printed materials, personal communication, observation, and electronic resources to find and evaluate information.
   3.2 Research: Students will do research at a level that is necessary to achieve personal, professional, and educational success.
   3.3 Technological Competency: Students will use technological applications to find, organize, and present information effectively.

4. Social Interaction:
   4.1 Students will interact with individuals and within groups with integrity and awareness of others’ opinions, feelings and values.
   4.2 Teamwork: Students will participate effectively in teams, committees, task forces, and in other group efforts to make decisions and seek consensus.
   4.3 Effective Citizenship: Students will take personal responsibility for being informed, ethical and active citizens of their community, their nation, and their world.

5. Personal Development and Responsibility:
   5.1 Students will develop individual responsibility, personal integrity, and respect for diverse people and cultures.
   5.2 Self-management: Students will demonstrate habits of intellectual exploration, personal responsibility and physical well being.
   5.3 Ethics and Values: Students will demonstrate an understanding of ethical issues that will enhance their capacity for making sound judgements and decisions.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 11/13/2018
Students will learn:
• to plan for business launch or expansion
• make better business decision assessing risk
• how to fund their small business
• how to project manage a business launch or expansion
Week 1 (3 hours): Overview of Business Planning
a. Business Plan Outline
   i. Contingency Planning
   ii. Marketing Plan
   iii. Financial Projections
b. Business Models and Business Model Canvas

Week 2 (3 hours): Start-up or Growth/Expansion Activities
a. Market Research and Analysis
b. Start-up Costs
c. Business Forms and Permitting
   i. City
   ii. County
   iii. State
   iv. Country

Week 3-A (3 hours): Readiness
a. Assessing personal risk
b. Assessing business risk
c. Decision-making strategies

Week 3-B (3 hours): Small Business Funding Options
a. Small Business Loans
b. Venture Capital
c. Personal Capital
d. Nonprofit Loans
e. Crowdfunding

Week 4 (3 hours): Work plan to Launch
a. Project Management Strategies
b. Timelines
c. Accountability Process

Week 5 (3 hours): Presentation Skills and Practice

METHODS OF INSTRUCTION:
Lecture (15 hours)

OUT OF CLASS ASSIGNMENTS:
None

METHODS OF EVALUATION:
Problem-solving assignments
Percent of total grade: 50.00 %
Assignments will require the student to develop and present individual segments of their business plan.
Other methods of evaluation
Percent of total grade: 50.00 %

REPRESENTATIVE TEXTBOOKS:
Kathleen R Allen. Entrepreneurship and Small Business Management, Student Edition

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.
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: D
Maximum Hours:
Minimum Hours:
Course Control Number:
Sports/Physical Education Course: N
Taxonomy of Program: 050640