

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

Units	Number of Weeks		Contact Hours/Week		Total Contact Hours
0	18	Lecture:	3	Lecture:	54
		Lab:	0	Lab:	0
		Other:	0	Other:	0
		Total:	3	Total:	54

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.

6. Personal Development and Responsibility:

6.1 Students will develop individual responsibility, personal integrity, and respect for diverse people and cultures.

6.2 Self-management: Students will demonstrate habits of intellectual exploration, personal responsibility and physical well being.

6.3 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 SBM) 3rd Edition. New York: McGraww-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: D

Maximum Hours:

Minimum Hours:

Course Control Number:

Sports/Physical Education Course: N

Taxonomy of Program: 050640