

Course Outline

COURSE: BUS 701 **DIVISION:** 90 **ALSO LISTED AS:**

TERM EFFECTIVE: Summer 2021 **CURRICULUM APPROVAL DATE:** 12/8/2020

SHORT TITLE: SMALL BUSINESS OWNERSHIP

LONG TITLE: Small Business Ownership

<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	15.12
		Lab:	0	0
		Other:	0	0
		Total:	.84	15.12

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
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed

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

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

Curriculum Approval Date: 12/8/2020

DE MODIFICATION ONLY

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)

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 %

Students will present a comprehensive business plan drawing from each of the previously developed sections.

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: CCC000613305

Sports/Physical Education Course: N

Taxonomy of Program: 050640