### COURSE OUTLINE OF RECORD

**Number:** MGMT G152  **TITLE:** Starting a Business - Entrepreneurial Small Business

**ORIGINATOR:** Bern Baumgartner  **EFF TERM:** Fall 2015  
**FORMERLY KNOWN AS:** Small Business Ownership & Management

**DATE OF OUTLINE/REVIEW:** 03-25-2015  
**TOP NO:** 0506.40  
**CID:**

#### SEMESTER UNITS:

- **3.0**

#### HRS LEC: 54.0  
#### HRS LAB: 0.0  
#### HRS OTHER: 0.0

**CONTACT HRS TOTAL:** 54.0  
**STUDY NON-CONTACT HRS RECOMMENDED:** 108.0

#### CATALOG DESCRIPTION:

This course covers the basics of planning and starting a new business including personal and organizational readiness, entrepreneurship options and opportunities, business idea development and analysis, business plan development, funding and support resources, and new business launch.

#### JUSTIFICATION FOR COURSE:

**PREREQUISITES:**

**COREQUISITES:**

**ADVISORIES:**

**ASSIGNED DISCIPLINES:**

- Business
- Business
- Business
- Management
- Marketing

**MATERIAL FEE:** Yes [ ] No [X] Amount: $0.00

**CREDIT STATUS:** Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

**GRADING POLICY:** Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

**OPEN ENTRY/OPEN EXIT:** Yes [ ] No [X]

**TRANSFER STATUS:** CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[X]

#### BASIC SKILLS STATUS:

- Yes [ ] No [X]  
**LEVELS BELOW TRANSFER**:

- Not Applicable

**CALIFORNIA CLASSIFICATION CODES:**

- Y - Not Applicable

**NON CREDIT COURSE CATEGORY:** Y - Not applicable, Credit Course

**OCCUPATIONAL (SAM) CODE:**

C

**REPEATABLE ACCORDING TO STATE GUIDELINES:** No [X] Yes [ ]  
**NUMBER REPEATS:**

**REQUIRED FOR DEGREE OR CERTIFICATE:** No [ ] Yes [X]  
- Pending Entrepreneurship Certificate.
- Business Administration(Certificate of Achievement)
- Business Administration(Associate in Arts)
- Floral Design and Shop Management(Certificate of Achievement)
- Floral Design and Shop Management(Associate in Arts)
- General Management Option(Certificate of Achievement)
- Marketing Management Option(Certificate of Achievement)
- Retail Management(Certificate of Achievement)
- Retail Management and Entrepreneurship(Associate in Arts)
Small Business Management Option (Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Identify the skills and traits that are common among successful entrepreneurs.
2. Compare the rewards with the pitfalls of starting a new business, buying an existing business, or owning a franchise.
3. Explain the need for understanding your target customer and the potential demand for your product or service.
4. Determine the financial requirements needed when starting a business and describe ways to obtain funding.
5. Identify the various types of small businesses and the associated advantages and disadvantages.
6. Explain and produce the components of a business plan.

COURSE OBJECTIVES:
1. Identify the various types of small businesses and the associated advantages and disadvantages.
2. Identify the skills and traits that are common among successful entrepreneurs.
3. Compare the rewards with the pitfalls of starting a new business, buying an existing business, or owning a franchise.
4. Explain the need for understanding your target customer and the potential demand for your product or service.
5. Explain and produce the components of a business plan.
6. Determine the financial requirements needed when starting a business and describe ways to obtain funding.

COURSE CONTENT:

LECTURE CONTENT:

A. The Basis of Small Business and Entrepreneurship
   1. Opportunities and rewards
   2. Entrepreneurs: characteristics and competencies
   3. Managing external, relations
   4. Developing business ideas

B. Small Business and Entrepreneurship Alternatives
   1. Choosing a form of ownership
   2. Franchising vs. Buying a business
   3. Part-Time vs Full-time
   4. Understanding the market
   5. Developing the business plan

C. Marketing Your Small Business
   1. Product and pricing strategies
   2. Capturing your market
   3. Distribution and location

D. Funding and Launching
   1. Types of funding methods
   2. Resource support
   3. Launching the business
METHODS OF INSTRUCTION:

A. Lecture:
B. Online:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments
Textbook Chapters.
Online Resources.
Presentation slides.

Out-of-class Assignments
Weekly assignment requiring research and written responses.
Weekly online quiz
Feasibility Study
Business Plan development

Writing Assignments
Weekly written responses to assignments.
Feasibility Study of business idea.
Business Plan development

METHODS OF STUDENT EVALUATION:

Final Exam
Short Quizzes
Written Assignments
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

Students will be required to evaluate a business idea by developing a feasibility study to determine if the idea is viable.

Required Writing, Problem Solving, Skills Demonstration:

Essays in examinations, business plan, oral presentations, case study problems and analysis

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:

Adequate library resources include: Print Materials

Comments:

Attachments:

Attached Files