Number: BUS G158   TITLE: Raising Money to Start or Grow a Business

ORIGINATOR: Bern Baumgartner   EFF TERM: Fall 2016
FORMERLY KNOWN AS:   DATE OF
OUTLINE/REVIEW: 11-19-2015
CROSS LISTED COURSE:   TOP NO: 0506.40
CID:

SEMESTER UNITS: 1.5
HRS LEC: 27.0   HRS LAB: 0.0   HRS OTHER: 0.0
CONTACT HRS TOTAL: 27.0
STUDY NON-CONTACT HRS RECOMMENDED: 54.0

CATALOG DESCRIPTION:
This course is designed to enable those who will be launching their own businesses to get the funding they need to succeed. This course includes understanding new business financing needs and the various options available to prospective business owners including a practical guide to drafting the items needed to obtain funding.

JUSTIFICATION FOR COURSE:
This course will be part of the GWC Entrepreneurship and Small Business Startup Essentials Certificate Program.

PREREQUISITES:

ADVISORIES:
- ACCT G100: Introduction to Accounting
  or
- BUS G100: Introduction To Business

ASSIGNED DISCIPLINES:
Business
Management

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

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

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

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

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

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]
Entrepreneurship and Small Business Startup Essentials

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Identify the needs of financing a new business and understand the objectives of investors and lenders.
2. Prepare a financing plan to present to prospective investors or lenders.
3. Describe the advantages and disadvantages of the various methods of financing a business.

COURSE OBJECTIVES:
1. Describe the advantages and disadvantages of the various methods of financing a business.
2. Identify the needs of financing a new business and understand the objectives of investors or lenders.
3. Prepare a financing plan to present to prospective investors or lenders.

COURSE CONTENT:

LECTURE CONTENT:

Module 1- Funding sources
A. Equity Investors
   1. Overview
   2. Advantages and disadvantages of equity financing
   3. Valuations of companies
B. Loans, Grants, and Credit Worthiness
   1. Sources of debt financing and other sources
   2. Establishing credit
   3. Advantages and disadvantages of debt financing
C. Crowd Sourcing- Friends, Family and Community
   1. "Bootstrapping"
   2. Crowd-funding sites
   3. Advantages and disadvantages of crowd sourcing

Module 2- Understanding your costs, expenses, and revenue and building Your financial statements
A. Determining Start Up Costs
   1. Methods and techniques
   2. Sources of information to research costs
B. Determining the Operating Expenses
   1. Methods and techniques
   2. Sources of information to research expenses
C. Basics of Pricing
   1. Pricing models
   2. Break-even analysis
   3. Selecting pricing model for your business
D. Financial Projections—doing various scenarios
1. Purpose and importance
2. Approaches
3. Developing a Pro-Forma for your business

Module 3- Making your case for funding
   A. The Winning Presentation & Supporting Documents
      1. Contents of the funding presentation
      2. Developing the funding presentation
      3. Practice the funding pitch

METHODS OF INSTRUCTION:
   A. Lecture:
   B. Online:

INSTRUCTIONAL TECHNIQUES:
Lecture, Discussion, and Project Activity
Presentation material/slides
Reading assignments from handouts and/or text book.

For Online Classes, Blackboard will be used to share presentation material. The Blackboard Discussion Board tool will be used for group interactions.

COURSE ASSIGNMENTS:
   Reading Assignments
      Textbook chapters
      Online resources
      Presentation slides
   Out-of-class Assignments
      Weekly reading
      Online research
   Writing Assignments
      Financing/Funding Plan preparation.

METHODS OF STUDENT EVALUATION:
Final Exam
Written Assignments
Oral Presentations
   Demonstration of Critical Thinking:
      Ability to understand financing needs for a business and identify the advantages and disadvantages of various financing/funding options.
   Required Writing, Problem Solving, Skills Demonstration:
      Ability to prepare a financing/funding plan and corresponding presentation.

TEXTS, READINGS, AND RESOURCES:
TextBooks:

LIBRARY:
Adequate library resources include:
Comments:

Attachments:
Attached Files