

# BUS 0241 - ENTREPRENEURSHIP - STARTING A SMALL BUSINESS

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## Catalog Description

Formerly known as BUS 141

Hours: 54 lecture

Description: Develops skills in evaluating, articulating, refining, and pitching a new product or service offering, either as a new business idea or as an additional offering in an existing business. Examines the steps and process of starting a new business from the logistics of establishing the business, supply chain planning, initial financing, building a management team, and forecasting. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Analyze an idea for a new product or service and measure the feasibility that it can become a business.
- CSLO #2: Create a business model to provide a blueprint for starting a business.
- CSLO #3: Create a Pitch Deck and present it, that would outline a business idea and its potential success.

## Effective Term

Fall 2020

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

1. Evaluate the characteristics of entrepreneurs.
2. Evaluate the pros and cons of starting a business.
3. Discuss and understand the process of idea generation and recognize market opportunities.
4. Create and deliver a product or service pitch.
5. Identify and test ideas to determine the probability of success.
6. Develop a website for market research.
7. Determine how to use market analytics.
8. Identify and learn the steps to take an idea through the process of research and development.
9. Determine how to budget for a business start-up.
10. Formulate how to create a business model.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Classroom Discussions
  - Example: 1. Each week will be a discussion on selected topics from the text book. Example: How to create a business model. Through the instructor lead discussion, students will site examples from the text. Students will be evaluated base on their participation and correctness of responses.
- Problem Solving Examinations
  - Example: 1. Each student will use the kickbox methodology to see if their hypothesis for a business idea could be successful. Rubric Grading.
- Projects
  - Example: 1. Students will develop a complete Business Model for a new product or service. This will include writing a "canvas" or blueprint. This will also include tangible data and market research. Grading based on industry standard.
- Reports
  - Example: Problem Solving/Reports: 1. Each student will demonstrate their ability to use Google analytics to make assumptions about business marketing and web model, and demonstrate that skill in a report to the instructor. Rubric Grading.
- Skill Demonstrations
  - Example: 1. Students will create a business pitch and present their idea to both the class and at an offsite pitch competition. Rubric Grading.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will lecture on starting a small business and recognizing opportunity and risk. Students are to actively participate in the lecture by giving examples from the text.
2. Instructor will present the steps to start a business, followed by an open discussion to go over the topics.

Distance Learning

1. Instructor will show a video outlining the steps to opening a new business and will then start a discussion online to go over students' ideas on the process.
2. Instructor will go over the steps in creating a business pitch.
3. Instructor presents videos on business pitches followed by students discussing the key elements of a pitch. Students will work on steps

outlined. Students will watch a video of how to put a pitch together and along with supplemental material will turn in a pitch plan to the instructor for review.

4. Instructor will explain use of analytics to assess a product or service consumer interest via LMS. Lecture will include use of Google Analytics; students will look at different examples and discuss findings via discussion board.
5. Students will review Google Analytics training videos and evaluate an instructor provided case which will be presented and discussed on the discussion board.

## Typical Out of Class Assignments

### Reading Assignments

1. Students will read a section from the text on Sales Forecasting and be prepared to discuss in class. 2. Students will research and read at least one article a week on small businesses. An example article may be the pros and cons of owning a small business, marketing, or budgeting. Students should be prepared to discuss the article in class.

### Writing, Problem Solving or Performance

1. Write a Business Model using the Kickbox Canvas. 2. Write a report of an instructor assigned case study of young entrepreneurs.

### Other (Term projects, research papers, portfolios, etc.)

1. Create a Pitch Deck and Deliver a Pitch 2. Create an eportfolio 3. Create a Website

### Required Materials

- Entrepreneurship: Successfully launching New Ventures
  - Author: Ireland and Barringer
  - Publisher: Pearson
  - Publication Date: 2015
  - Text Edition: 5th
  - Classic Textbook?: No
  - OER Link:
  - OER:

### Other materials and-or supplies required of students that contribute to the cost of the course.

1. Course Packet - Kickbox packet provided 2. Squarespace account will be provided