

BUS 0242 - ENTREPRENEURSHIP - SMALL BUSINESS MANAGEMENT

Catalog Description

Formerly known as BUS 140

Hours: 54 lecture

Description: Practical aspects of managing a small business. Focus will be on how to grow and manage an existing business (including independent contractors/freelancers and online businesses). Areas of coverage include: forms of ownership, franchising, and preparing a business plan; financing growth for a business; accounting and marketing fundamentals; managing human resources, technology, regulation, how to grow/scale, professional networking and insurance requirements. (CSU)

Course Student Learning Outcomes

- CSLO #1: Construct a plan to support a venture.
- CSLO #2: Identify and describe components of a business model.
- CSLO #3: Analyze the significance of a maker space in the practice of entrepreneurship.

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 skills needed to run a small business.
2. Compare and contrast the four forms of ownership and discuss the advantages and disadvantages.
3. Discuss strategies to grow a business, or scale a business.
4. Construct a sample business plan.
5. Distinguish sources of equity and debt financing; and assess advantages and disadvantages.
6. Appraise the importance of proper financing and determine how to obtain financing.
7. Outline a plan to manage cash flow.
8. Describe the marketing concept, evaluate a marketing strategy, determine pricing strategies, and analyze the product life cycle;
9. Determine the use of advertising, selling and distribution.
10. Evaluate methods of recruiting, selecting, appraising and managing human resource.

11. Appraise the importance of record keeping and tax reporting.
12. Evaluate the role of technology and the basics of e-commerce.
13. Define risk and evaluate how insurance can minimize loss.
14. Discuss professional network needed to manage a business.
15. Discuss how to manage Supply Chain and Operations.
16. Recognize global opportunities.
17. Discuss how to manage regulations and compliance.
18. Determine the knowledge, skills, and abilities to become freelancer/independent contractor.

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

- Projects
 - Example: Business plan requires critical thinking, problem solving, reading and writing through conducting research and preparation of plan document; students create own mission statement; students research the market and determine best way to price, promote and sell products and services; their understanding of cash flow is assessed by creating at least one financial statement. Instructor grades according to criteria specified in Course Packet/Syllabus. (Objective 4)
- Reports
 - Example: Interviewing an existing business owner to determine how they grew their business (requires critical thinking, writing and an oral presentation). Students must set up an appointment, be prepared with questions, interview owner, write down comments and then share what they learned in an oral presentation. Graded by instructor according to Course Packet and syllabus. (Objective 14)

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor presents videos and sample business plans followed by students discussing the key elements of a business plan. Students are able to see examples to identify and understand the purpose of these required elements in the plan. (Objective 4)
2. Students view a PowerPoint presentation about advertising decisions for small business. In small groups, students compare sample advertisements for local small businesses and appraise their effectiveness. Groups share their findings with the class and the instructor offers feedback based on their comments. (Objective 8)

Distance Learning

1. Following a PowerPoint lecture on preparing a business plan, students will write a business plan for a small start-up business and post their plans for instructor and student feedback and comments. Students are required to review a minimum of three other students plan. (Objective 4)

Typical Out of Class Assignments

Reading Assignments

1. Read an article from a small business magazine (e.g., Entrepreneur) to discover an innovative business concept that was successful. Share what you discovered with other students in small groups and write a group paper on your findings about these innovative practices. 2. Visit the sba.gov website and read the 33-page business plan. Incorporate some of the ideas (e.g., marketing, finances, management) into your own business plans. 3. Read Adobe Kickbox and generate at least one new business idea.

Writing, Problem Solving or Performance

1. Write a Business Plan (five to six pages) to develop the business strategy including mission statement, business description, location, market, promotion, management, financial information, profitability. 2. Analyze a case study to determine cash inflows and outflows; create a plan to make the business more profitable.

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

1. Interview an existing small business owner and present findings orally to class. 2. Actively listen to guest speakers (existing small business owners); ask questions during Q & A period; write one-page paper to summarize concepts learned by selected speakers.

Required Materials

- Entrepreneurship and Innovation Toolkit
 - Author: Lee A. Swanson
 - Publisher: Open Press
 - Publication Date: 2017
 - Text Edition: 1st
 - 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 for Small Business Management by Elaine Bienvenue - updated 2014 2. Read one of the following magazines: INC Magazine, or Entrepreneur, or Business Week, or HomeBusiness - The Home-Based Entrepreneur's Magazine 3. Read online newsletter called: SBA Solutions Newsletter