

# BUS 0255 - INTRODUCTION TO THE VIRTUAL ENTREPRENEUR

## Catalog Description

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Description: Explores topics such as creating an efficient virtual office, utilizing time and organizational management tools, practicing effective online communication employing digital platforms, and working unconventionally and independently. Students will identify, evaluate, and employ various managing and marketing techniques such as online networking, designing and creating websites, writing mini-marketing and business plans, acquiring skills in preparation for the gig economy. Examines organizational models, decision making tools, ethical practices, contractual agreements, customer service, job proposals and bidding, consulting opportunities, and financial considerations of creating a virtual business. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Develop a business model for a virtual office/business.
- CSLO #2: Design a virtual office/business.
- CSLO #3: Utilize tools and resources to effectively establish and manage a virtual business.

## Effective Term

Fall 2022

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

1. Research and design a virtual business/office for efficiency, productivity, and wellbeing. (software, hardware, infrastructure).
2. Evaluate and discuss current and future technology needed for a successful virtual business.
3. Research and examine ways to balance personal and business life.
4. Identify and describe effective online communication tools and techniques to create a professional network.
5. Discuss successful online networking systems and small business management practices.
6. Develop an effective strategy for securing employment in today's competitive market.
7. Discover an understanding of the importance and process of writing a business plan and model.

8. Develop a proposal for designing and creating a website that will project a professional virtual business image.
9. Create effective marketing plans for securing clients, customers, employers, or investors.
10. Create a strategy to find and bid for projects: government and private industry.
11. Identify and outline financial elements required for a successful virtual business.

## 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

- Problem Solving Examinations
  - Example: Students will complete case studies. For example, analyze the differences, pros and cons, and legalities of telecommuting vs. starting a home-based business. Students will be assessed based upon accurate completion of the assignment.
- Projects
  - Example: Using an appropriate software program, students will create a two-page summary about the makerspace movement and gig economy. Students will identify how they relate their findings to their individual entrepreneurial goals.
- Reports
  - Example: Select a topic related to owning a business, e.g., taxes, home office expenses, insurance costs, contracts, etc. Complete a report that includes the relevant information about how to set up a virtual business considering tax and insurance considerations, contracts and office expenses, billing, and general liability. Rubric grading.
- Skill Demonstrations
  - Example: Create a functional business plan and model for a virtual, home-based, or traditional brick and mortar business. Rubric Grading.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor will lecture on selecting the appropriate business structure for a virtual/home-based business and students will compare and contrast differences between a sole proprietor, LLC, S-Corporation or corporation, and submit as a written assignment. (Objective 1)
2. Instructor will lecture about online networking techniques. Students will create and submit a written report comparing and contrasting differences in the various online networking techniques. (Objective 5)

### Distance Learning

1. Instructor will lecture on the criteria of various effective business models. Students will then create a functional business model for a virtual, home-based, or traditional brick and mortar business and post this model to the discussion board. Students will choose one model and provide feedback. (Objective 8)

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

## Typical Out of Class Assignments

### Reading Assignments

1. Read and study the textbook chapter and online lecture materials on self-employment obstacles and be prepared to discuss topics in class.
2. Research and read about the importance of networking in a virtual business environment and create a one-page business report.
3. Research and read about the steps to successful business contract negotiations and create a one-page business report.

### Writing, Problem Solving or Performance

1. Design a mission statement for a virtual business.
2. Create a basic contract for a virtual client or customer.
3. Using steps discussed in online lecture, text, and other resources, create a business plan for a virtual or home-based business.

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

### Required Materials

- The Bootstrap VA: The Go-Getter's Guide to Becoming a Virtual Assistant, Getting and Keeping Clients, and More!
  - Author: Lisa Morosky
  - Publisher: Another 8 Hours Publishing
  - Publication Date: 2017
  - Text Edition: 3rd
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Home Business: How To Successfully Grow Your Home Business With Online Marketing
  - Author: Jackson, Don
  - Publisher: Don Jackson
  - Publication Date: 2016
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- The Secrets to Writing a Successful Business Plan: A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results
  - Author: Shelton, Hal
  - Publisher: Summit Valley Press
  - Publication Date: 2017
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER: