

BUS M32: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Originator

jbaca

College

Moorpark College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M32

Course Title (CB02)

Entrepreneurship and Small Business Management

Banner/Short Title

Entrepreneurship & Sm Bus Mgmt

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Focuses on establishing and managing entrepreneurial ventures such as small business, with emphasis on planning, financing, staffing, marketing, site selection, budgeting, legal concerns, and regulatory issues. Considers the rewards and perils of being an entrepreneur and owning a business.

Additional Catalog Notes

The Child Development Permit of Title 5 ECE/CD programs requires this course for Site Supervisors (Option 1) and Program Directors.

Taxonomy of Programs (TOP) Code (CB03)

0506.00 - *Business Management

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Credit by exam, license, etc.
Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30 and ENGL M02 and MATH M01

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

BUS M30

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Recommended Preparation

Requisite

ENGL M02 AND MATH M01

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | describe the process of starting a business from entrepreneurial idea to development. |
| 2 | design a comprehensive business plan that addresses budget and financing, staffing, marketing, site selection, and legal and regulatory issues. |
| 3 | recognize the ethical issues facing entrepreneurs and apply decision-making techniques and moral reasoning. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | identify the major steps in establishing and managing a small business. |
| 2 | discuss the internal and external issues involved in starting and managing a small business. |
| 3 | demonstrate effective entrepreneurial business management techniques. |
| 4 | employ the entrepreneurial and small business management process through case study and group interaction. |
| 5 | describe the most common mistakes of entrepreneurship and how to avoid them. |
| 6 | explain and illustrate how the strategic management process can transform the entrepreneurial idea into a realistic business. |
| 7 | appraise the advantages and disadvantages of the various forms of business ownership and the various options for starting a small business (from scratch, buying an existing business, franchising). |
| 8 | prepare a comprehensive business plan for a small business. |
| 9 | demonstrate the ability to utilize computer skills to enhance effective business communications and presentations. |

Course Content**Lecture/Course Content****(8%) Entrepreneurial and small business success**

- Opportunities for entrepreneurs
- Rewards and drawbacks of small business ownership
- Characteristics of successful entrepreneurs
- Why small businesses fail
- Readiness
- Diversity in entrepreneurship

(8%) Working within the law

- Government regulations
- Business agreements
- Challenge of taxation
- Litigation risk
- Legal counsel

(7%) Finding sources of financing

- Debt vs. equity financing
- Sources of financing
- Individuals as sources of funds
- Suppliers
- Asset-based lenders

(7%) Purchasing and managing inventory

- Purchasing process and policies
- Relationship with suppliers
- Objectives of inventory management
- Controlling inventory costs

(7%) The financial plan and controlling the business

- Budgeting – operating, working capital, capital
- Managing cash flow
- Evaluating financial performance
- Accounting
- Financial reporting

(7%) Human resource management

- Defining needs

- Recruitment
- Evaluation and selection
- Training and development
- Compensation and review
- Special issues

(7%) The organizational plan

- Management team
- Human resources plan
- Structure
- Legal form

(7%) Promotion and location

- Promotion and communication process
- Determining promotional expenditures
- Personal selling techniques
- Advertising considerations for small businesses
- Location decision and site selection

(7%) Pricing and credit

- Setting a price
- Pricing analysis
- Pricing strategy
- Offering credit
- Managing the credit process

(7%) The marketing plan

- Key components
- Market research for a new venture
- Estimating market potential
- Defining the customer
- Product strategy
- Distribution channels

(7%) Ownership options – getting started

- Startup
- Family
- Buy
- Franchising
- Forms of business ownership

(7%) Ethics and social responsibility

- Ethical decision guides
- Moral judgement
- Ethical dilemmas
- Being an ethical small business owner
- Social responsibility and entrepreneurship

(7%) Strategic management

- Competitive advantage
- Strategy definition
- Market segmentation strategies
- Differentiation vs. cost vs. niche strategies
- Strategy implementation
- Using technology in a small business

(7%) Developing a business plan

- Purpose of a business plan
- The need for a business plan
- Where to find information
- Preparing a business plan
- Components of a successful business plan

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

- Problem solving exercises
- Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Group projects
Objective exams
Oral presentations
Other (specify)
Projects
Problem-solving exams
Participation
Quizzes
Reports/Papers/Journals
Skills demonstrations

Other

A comprehensive written business plan.

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Class activities
Class discussions
Case studies
Distance Education
Guest speakers
Lecture

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain the various concepts of Business. Additionally, the instructor will demonstrate the use of online resources to research current business trends in developing small business ventures.

Representative Course Assignments

Writing Assignments

1. Written answers for short answer exam questions.
2. Written analyses on chapter learning outcomes.
3. Case study analysis of funding issues in small business.
4. Written essays on assigned topics. For example, an essay on the Small Business Administration's role in securing funding for new business ventures or an essay analyzing the risks and rewards of entrepreneurship.

Critical Thinking Assignments

1. Analyze the economic impact of small businesses on regional areas. For example, an assignment requiring students to review data on the effect of local businesses on the employment rate.
2. Analyze and create a plan to develop a business. A sample assignment would be to consider the needs of an entrepreneurial venture and develop a business plan or review an existing business plan to assess the small business's future success.
3. Analyze financial documents common in entrepreneurial business.

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application of business fundamentals.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in entrepreneurship.

Outside Assignments

Representative Outside Assignments

1. Prepare a comprehensive business plan either as an individual project or as a group project. An example would be the completion of a business plan for an entrepreneurial business concept.

2. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.
3. Research topics on the Internet or podcast to learn about entrepreneurial business practices. An example would be: listening to a podcast profiling a successful entrepreneurial venture to understand the process for developing a product or service for the market.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
San Jose State University	BUS 283	Entrepreneurship	3
CSU East Bay	ENTR 2485	Establishing and Managing a Small Business	4

Comparable Courses within the VCCCD

BUS V38 - Small Business Management
 BUS R100 - Introduction to Entrepreneurship

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Lassen Community College	BUS 25	Small Business Management	3
Foothill College	BUSI 96	Entrepreneurship - Starting & Managing a Small Business	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

Fall 1995

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Scarborough, Norman, and Jeffrey Cornwall. *Essentials of Entrepreneurship and Small Business Management*. 9th ed., Pearson, 2019.

Resource Type

Textbook

Description

Longenecker, Justin, G., et al. *Small Business Management: Launching and Growing Entrepreneurial Ventures*. 18th ed., Cengage, 2017.

Resource Type

Textbook

Description

Hatten, Timothy S. *Small Business Management: Creating a Sustainable Competitive Advantage*. 7th ed., Sage 2020.

Resource Type

Other Resource Type

Description

Wall Street Journal.

Library Resources

Assignments requiring library resources

Possible research on small business management topics using the Library's print and online resources

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research Business-related journal articles or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
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Examinations

Hybrid (1%–50% online) Modality

- Online
- On campus

Hybrid (51%–99% online) Modality

- Online
- On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

11/2/2020

Dean

11/2/2020

Technical Review

12/3/2020

Curriculum Committee

1/19/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000427947

DOE/accreditation approval date

MM/DD/YYYY