

# BUS C142: ENTREPRENEURIAL MARKETING AND OPERATIONS

Item	Value
Curriculum Committee Approval Date	11/17/2023
Top Code	050640 - Small Business and Entrepreneurship
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

The course examines managing the marketing and operational aspects of a business start-up. This includes business development, marketing, and operations. Students will be introduced to concepts of organizational structures, strategic planning, marketing, supplier relationships, distribution channels, and resources needed to launch successfully. Additionally, the course will reinforce the entrepreneur mindset in support of personal and professional development. ADVISORY: BUS C141; students are encouraged to complete Introduction to Entrepreneurship before taking this course. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Describe the key components of small business management, marketing, and operations, including relevant business terminology.
2. Identify and quantify a target market and develop marketing plans and campaigns.
3. Compose an operational plan for a business.

## Course Objectives

- 1. Use relevant business management, marketing, and operations terminology.
- 2. Compare and contrast different business structures (ownership models).
- 3. Describe the components of a strategic management plan.
- 4. Define and segment a target market.
- 5. Articulate the roles and responsibilities of team members running the business.
- 6. Devise a marketing plan including specific use of social media tools.
- 7. Compare and contrast local versus global marketing.
- 8. Identify key data points which might trigger a change in strategy for a business.

- 9. Summarize the strengths, weaknesses, opportunities, and threats to a business.

## Lecture Content

How to Put Together a Business Plan Formal vs. Informal Business Plans: When You Need Each The Components of a Business Plan: From the Executive Summary through the Appendix Resources to Help You Prepare Your Plan and Obtain Funding Presenting the Plan to Potential Investors Determining a Good Idea and Opportunity The Timmons Framework Generating a Good Idea Evaluating the Idea: Opportunity Assessment Plans Nailing Down the Idea: Planning for Product or Service Development Writing a Marketing Plan Market Research Methods Target Markets The Marketing Mix Writing the Marketing Plan Social Media Marketing Using Social Media to Market Your Business Writing an Operational Plan Location Facilities and Equipment Employees and Insurance Suppliers, Supplier Management, and Cost Decisions Writing the Operational Plan Writing a Management Plan Building a Team Organizational Structures Writing the Organization and Management Plan Handling Human Resources Recruitment, Selection, and Hiring Process Training and Development Compensation Other HR Considerations

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)

## Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, correspondence, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software, or online systems; demonstrations or discussions; presentations by students to software or online systems; demonstrations or discussions; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

## Reading Assignments

Students will read assigned textbooks, current events articles, periodicals, etc., to be prepared to participate in class discussions, complete assignments, and post responses to peers.

## Writing Assignments

Students will complete a target market analysis, develop a marketing plan, and craft a management and operational plan for a business.

## Out-of-class Assignments

Students will be required to research and analyze their business, similar businesses, their chosen industry, etc.

## Demonstration of Critical Thinking

Quiz questions that evaluate students ability to formulate arguments to plausible scenarios may be used. Demonstrations may include written critical thinking analysis/project related to text material or as workbook supplements. Primary/secondary research, presentation, organization, and online data search/manipulation may be included.

## Required Writing, Problem Solving, Skills Demonstration

Students will complete the marketing and operations sections of a complete business plan and business plan summary assignments may be included.

## Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Business education: Masters degree in business, business administration, or business education OR bachelors degree in any of the above AND masters degree in vocational education OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required. Marketing: Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

## Textbooks Resources

1. Required Portolese, L., Krause, J., and Bonner, J.. Entrepreneurship , 2.0 ed. Boston, MA: FlatWorld, 2022 Rationale: - 2. Required Lavery, M. and Littel, C. Entrepreneurship, 1st ed. Houston, TX: OpenStax, 2020 3. Required Gitman, L.; McDaniel, C.; Shah, A.; Reece, M.; Koffel, L.; Talsma, B.; Hyatt, J.C.. Introduction to Business, 1st ed. Houston, TX: OpenStax, 2018 Rationale: This is a reference source for further reading on several topics.

## Other Resources

1. Coastline Library 2. Current business magazines and newspaper articles pertaining to business 3. Other OER resources that may include: Y Combinator: <https://www.ycombinator.com/library/> Open Text Library - University of Minnesota: <https://open.umn.edu/opentextbooks/> EdX Business Course Videos: <https://www.edx.org/learn/business-administration>