

# BUS G012N: LAUNCHING A SMALL BUSINESS

Item	Value
Curriculum Committee Approval Date	10/01/2024
Top Code	050640 - Small Business and Entrepreneurship
Units	0 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Open Entry/Open Exit	Yes
Grading Policy	P/NP/SP Non-Credit (D)

## Course Description

This noncredit course provides students with the tools and skills needed to launch their own small business. Students will become acquainted with business structures, as well as federal, state, and local requirements. Emphasis will be placed on capital needs and resources necessary for maintaining a small business. Open Entry/Open Exit. NOT DEGREE APPLICABLE. Not Transferable.

## Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Explain the strategies necessary to launch a small business.
3. Examine the financial and legal requirements to run a small business.

## Course Objectives

- 1. Explain the importance of business planning and identify the key elements of a comprehensive business plan.
- 2. Compare the basic elements of the various legal forms related to small businesses and select the most appropriate form for an individual's small business.
- 3. Justify processes for employee recruitment and hiring and explain the difference between an independent contractor and an employee.
- 4. Determine whether to purchase an existing business, buy a franchise, or start a new business ? either in home or in a commercial space.
- 5. Identify capital needs and sources of financing and determine how to obtain initial financing and credit for a small business.
- 6. Identify resources available to assist small business owners.

## Lecture Content

Selecting a Legal Form of Organization Sole proprietorship Partnership S-Corporation Corporation Limited Liability Corporation (LLC) Selecting the Location for Your Business Home-based vs. home-based with office identity Incubator Industrial, retail, office sources Identifying Start-Up Considerations Business licenses and/or permits Zoning laws Title registration Trademark and copyright considerations Federal, state, county and city regulatory requirements Personnel Considerations State

and federal laws Independent contractors vs. employees The importance of a business plan Overview of the elements of a comprehensive business plan Financing Your Business Determining capital needs Identifying sources of financing Obtaining initial financing and credit Identifying Resources Available to the Small Business Owner Service Corps of Retired Executives (SCORE) Small Business Administration (SBA) Small Business Development Centers (SBDC) Other resources including U.S. Post Office, Chambers of Commerce, Industry trade orgs, etc.

## Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Online Enhanced NC Lect (NC5)
- Live Online Enhanced NC Lect (NC9)

## Reading Assignments

Instructor provided materials Online articles

## Writing Assignments

Brief summaries and reports regarding business planning and regulatory steps necessary for starting and maintaining a small business

## Out-of-class Assignments

Make an appointment and meet with a small business development consultant

## Demonstration of Critical Thinking

Students will apply critical thinking skills and problem solving techniques when addressing potential legal, financial, and personnel issues in launching a small business.

## Required Writing, Problem Solving, Skills Demonstration

Describe legal, financial, and regulatory steps needed in starting and maintaining a small business.

## Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required.