

MGMT G152: STARTING A BUSINESS - ENTREPRENEURIAL SMALL BUSINESS

Item	Value
Curriculum Committee Approval Date	02/16/2021
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)

Course Description

Formerly: Small Business Ownership and Management. This course covers the basics of planning and starting a new business including personal and organizational readiness, entrepreneurship options and opportunities, business idea development and analysis, business plan development, funding and support resources, and new business launch. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Compare approaches to starting or owning a business
3. Prepare a Business Model Canvas for a business idea.
4. Calculate estimated costs to start a business.
5. Prepare a business plan for a new business or business expansion.

Course Objectives

- 1. Identify the various types of small businesses and the associated advantages and disadvantages.
- 2. Identify the skills and traits that are common among successful entrepreneurs.
- 3. Compare the rewards with the pitfalls of starting a new business, buying an existing business, or owning a franchise.
- 4. Explain the need for understanding your target customer and the potential demand for your product or service.
- 5. Explain and produce the components of a business plan.
- 6. Determine the financial requirements needed when starting a business and describe ways to obtain funding.

Lecture Content

The Basis of Small Business and Entrepreneurship Opportunities and rewards Entrepreneurs: characteristics and competencies Managing external, relations Developing business ideas Business Model Canvas Small Business and Entrepreneurship Alternatives Choosing a form of

ownership Franchising vs. Buying a business Part-Time vs Full-time Understanding the market Developing the business plan Executive Summary Business Description Market Analysis Competitive Analysis Marketing Plan Financial Plan Key Team Members and Partners Marketing Your Small Business Target Markets Market Segmentation Product and pricing strategies Capturing your market Distribution and location Funding and Launching Types of funding methods Resource support Permitting and Regulations Launching the business

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Course Lecture Reading Assignments and Quizzes Entrepreneurship Activities Business Plan Development

Reading Assignments

Textbook Chapters. Online Resources. Presentation slides.

Writing Assignments

Weekly written responses to assignments. Feasibility Study of business idea. Business Plan development

Out-of-class Assignments

Weekly assignment requiring research and written responses. Weekly online quizzes Business Plan development

Demonstration of Critical Thinking

Students will be required to evaluate a business idea by developing a feasibility study to determine if the idea is viable.

Required Writing, Problem Solving, Skills Demonstration

Essays in examinations, business plan, oral presentations, case study problems and analysis

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. 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 Katz and Green. Entrepreneurial Small Business, Custom ed. McGraw Hill, 2018 Rationale: Text is current and focused on Small Business. We have created a custom version of

Other Resources

1. Instructor prepared materials including online articles. HPLife.com - Financial Basics