GAVILAN COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: BUS 701   DIVISION: 90   ALSO LISTED AS:

TERM EFFECTIVE: Spring 2024   CURRICULUM APPROVAL DATE: 12/8/2020

SHORT TITLE: SMALL BUSINESS OWNERSHIP

LONG TITLE: Small Business Ownership

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
0	18	Lecture:	.84	15.12
		Lab:	0	0
		Other:	0	0
		Total:	.84	15.12

Out of Class Hrs: 30.24
Total Learning Hrs: 45.36

COURSE DESCRIPTION:

This course will help students gain the skills and commitment necessary to successfully launch an entrepreneurial venture. Students will learn about effective business planning methods, start-up activities and costs, marketing strategies, and financing options.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES
        N - Non Credit

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
        02 - Lecture and/or discussion
        05 - Hybrid
        71 - Dist. Ed Internet Simultaneous
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Student will present a business plan which incorporates market analysis, product/service development, cost analysis, marketing, sales, and manufacturing.

Measure of assessment: Business plan grading rubric.

Year assessed, or planned year of assessment: 2020

Semester: Fall

COURSE CONTENT:

Curriculum Approval Date: 12/8/2020

Students will learn:

- to plan for business launch or expansion
- make better business decision assessing risk
- how to fund their small business
- how to project manage a business launch or expansion

Week 1 (3 hours): Overview of Business Planning
  a. Business Plan Outline
     i. Contingency Planning
     ii. Marketing Plan
     iii. Financial Projections
  b Business Models and Business Model Canvas

Week 2 (3 hours) :Start-up or Growth/Expansion Activities
  a. Market Research and Analysis
  b. Start-up Costs
  c. Business Forms and Permitting
     i. City
     ii. County
     iii. State
     iv. Country

Week 3-A (3 hours): Readiness
  a. Assessing personal risk
  b. Assessing business risk
  c. Decision-making strategies

Week 3-B (3 hours): Small Business Funding Options
  a. Small Business Loans
  b. Venture Capital
  c. Personal Capital
  d. Nonprofit Loans
  e. Crowdfunding

Week 4 (3 hours): Work plan to Launch
  a. Project Management Strategies
  b. Timelines
  c. Accountability Process

Week 5 (3 hours): Presentation Skills and Practice

METHODS OF INSTRUCTION:

Lecture (15 hours)

METHODS OF EVALUATION:

Problem-solving assignments

Percent of total grade: 50.00 %

Assignments will require the student to develop and present individual segments of their business plan.

Other methods of evaluation

Percent of total grade: 50.00 %

Students will present a comprehensive business plan drawing from each of the previously developed sections.

REPRESENTATIVE TEXTBOOKS:

Kathleen R Allen. Entrepreneurship and Small Business Management, Student Edition (ENTREPRENEURSHIP SBM) 3rd Edition. New York: McGraw-Hill Education,2010.

Entrepreneurship and Small Business Management will give students the information and decision-making skills necessary to start a small business and make it grow. It also benefits students who don't start or run their own businesses by giving employees a look at the business arena and helping all students understand their roles as consumers.

ISBN: 978-0078613036

ARTICULATION and CERTIFICATE INFORMATION

       Associate Degree:

       CSU GE:

       IGETC:

       CSU TRANSFER:

            Not Transferable

            Not Transferable

       UC TRANSFER:

            Not Transferable

            Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: K

Noncredit Category: J

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: Y

Funding Agency Code: A

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000613305

Sports/Physical Education Course: N

Taxonomy of Program: 050640