

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 111 – ENTREPRENEURSHIP: STARTING AND DEVELOPING A BUSINESS

3 hours lecture, 3 units

Catalog Description

Provides the prospective small business owner or entrepreneur with the most up-to-date skills necessary in the planning function of opening one's own business. Emphasis is on sources of financing, site locations, legal problems, marketing, including an overview of web and internet marketing organizational structure, and self-analysis to determine one's personal readiness for entrepreneurship.

Prerequisite

None

Course Content

- 1) Entrepreneurial analyses of potential opportunities
- 2) Creating business opportunities from different economic avenues
- 3) Market and customer differentiation
- 4) Sales and customer relationship management
- 5) Using product, price, promotion, and distribution to create the optimal marketing strategy
- 6) Analysis of the income statement, balance sheet, and statement of cash flows
- 7) Different financing alternatives using debt or equity
- 8) Organizational formation and legal structure
- 9) Human resource management and leadership within a small organization
- 10) Differentiating business failure and success
- 11) Business plan creation and presentation
- 12) Investing for future growth and conservation of capital and resources

Course Objectives

Students will be able to:

- 1) Analyze problems that small businesses face in order to create a more successful model that differentiates failure from success as seen in a profitable business venture.
- 2) Describe different sources of funding that are used for new business ventures and explain how each can be used to acquire or expand new operations.
- 3) Explain the advantages and disadvantages of corporations, limited liability companies, partnerships and sole proprietorships as forms of business ownership, and provide examples of each.
- 4) Differentiate between debt, equity and personal financing and describe how each might be used, and the advantages and disadvantages of using them to start a small business.
- 5) Write a complete business plan according to the outline discussed in class that can be used for a new or preexisting business.
- 6) Explain how income statements, balance sheets and the statement of cash flows are used for internal and external organizational purposes.
- 7) Create an effective organizational structure that describes techniques for effective leadership and human resource management at all levels.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Writing assignments and presentations that measure students' ability to write and present a business plan including topics such as business ownership, organizational structure, licenses needed, financial structure, and a marketing plan that should include operations, advertising, and a product and/or service plan.
- 2) Examinations and quizzes that require students to analyze different business ownership formations, governmental regulations and hurdles, marketing and management sustainability, ethical and social responsibility, and the financial and accounting structure of small businesses.
- 3) Homework assignments that require students to analyze organization, managerial, ethical and leadership issues that continue to confront today's small organizations. For example, students will conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis on a real or fictional organization or develop an initial business model that seeks to answer questions pertaining to business ownership.

Special Materials Required of Student

None

Minimum Instructional Facilities

- 1) Smart classroom with overhead projector
- 2) Access to computer lab

Method of Instruction

- 1) Lecture and discussion
- 2) Preview of assignments, review of completed assignments
- 3) Case problems for group discussion and response

Out-Of-Class Assignments

- 1) Writing assignments and presentations that measure students' ability to write and present a business plan including topics such as business ownership, organizational structure, licenses needed, financial structure, and a marketing plan that should include operations, advertising, and a product and/or service plan.
- 2) Homework assignments that require students to analyze organization, managerial, ethical and leadership issues that continue to confront today's small organizations. For example, students will conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis on a real or fictional organization or develop an initial business model that seeks to answer questions pertaining to business ownership.

Texts and References

- 1) Required (representative example): Mariotti, *Entrepreneurship and Small Business Management*. 3rd edition. Pearson, 2016.
- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Analyze problems that small businesses face in order to create a more successful and ethical model that differentiates failure from success as seen in a profitable business venture.
- 2) Describe different sources of funding that are used for new business ventures and explain how each can be used to acquire or expand new operations.
- 3) Write a complete business plan for a new or preexisting business that incorporates the analysis of organizational structure, income statements, balance sheet, and statement of cash flows.