

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 112 – CRAFT ENTREPRENEUR

2 hours lecture, 2 units

Catalog Description

This course provides an introductory view of today's craft industry entrepreneurs whose businesses specialize in goods that are handmade by artisans or those skilled in a particular trade. Small businesses engaged in the craft industry range from beverages and culinary products to handmade textiles and art, and everything in between. Specific topics will include an introduction to craft industry entrepreneurship, government assistance programs, project management, customer relationship management, social networking and marketing, and exploring ethical and social responsibilities.

Prerequisite

None

Course Content

- 1) Overview of the craft industry as a whole
- 2) Basic principles of project management
- 3) Professional networking opportunities and organizations
- 4) Business practices for creating, organizing, managing and marketing a craft industry business
- 5) Ethical, legal, and social responsibility issues for a craft industry business
- 6) Overview of entrepreneurship and entrepreneurial pathways
- 7) Ethical and legal issues in craft industry entrepreneurship
- 8) Potential craft business opportunities
- 9) Government and private assistance programs for a craft industry business
- 10) Social networking and marketing strategies for a craft industry business

Course Objectives

Students will be able to:

- 1) Develop and implement a project management plan for a craft industry business.
- 2) Create a portfolio of craft industry assistance programs available to Entrepreneurs.
- 3) Create a networking portfolio by researching social and professional industry connections
- 4) Demonstrate an understanding of the technical and managerial skills required for starting and sustaining a craft industry business.
- 5) Demonstrate an understanding of basic market research as it pertains to the craft industry.
- 6) Demonstrate an understanding of sustainability, industry ethics, and social commitments of the industry.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the 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 proposal, project management plan, and market research including topics such as government assistance, industry ethics, networking and technical and managerial skills.

- 2) Examinations and quizzes that require students to analyze different craft 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.

Special Materials Required of Student

None

Minimum Instructional Facilities

- 1) Smart classroom with overhead projector
- 2) Access to computer lab
- 3) Online access to computers and related applications

Method of Instruction

- 1) Lecture and discussion
- 2) Case problems for group discussion

Out-of-Class Assignments

- 1) Writing assignment and presentations

Texts and References

- 1) Required (representative example): OpenStax Entrepreneurship, OER Commons, California Community Colleges, 2020, <https://www.oercommons.org/courses/openstax-entrepreneurship/view>.
- 2) Supplemental:
 - a. Jason Miles and Cinnamon Miles, *Craft Business Power*, Liberty Jane Media, 2nd ed., 2013.
 - b. J. S. McDougall, *Start Your Own Arts and Crafts Business*, 2nd ed., 2014, ISBN-13: 978-1-59918-100-4.
 - c. Allan Dib, *The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand out from the Crowd*, Entrepreneur Press, ISBN-10: 1989025013.
 - d. Angie Scarr, *Your Creative Business: From craft hobbyist to solopreneur, step-by-step*, 2021, ISBN 9798594863064.

Student Learning Outcomes

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

- 1) Describe the craft industries' opportunities, entrepreneurship strategies, ethics and its technical aspects.
- 2) Research, develop, and implement a project management plan for a craft industry business.
- 3) Research and develop a portfolio of various government and private assistance programs available for craft entrepreneurs.