

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 510

COURSE TITLE

SMALL BUSINESS MANAGEMENT

ALTERNATE TITLE(S)

STARTING YOUR OWN BUSINESS

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This is a preliminary course for anyone interested in establishing and operating a small business. Each week key elements of business organization are presented to inspire confidence along your pathway to success. College credit may be available upon petition. (FT)

LECTURE HOURS

2 1/2 - 5 hours per week
(for 6-18 weeks)

LABORATORY HOURS

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

NONE

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Identifies the elements necessary for the student to establish and operate a small business.

COURSE OBJECTIVES

Upon completion of the course, the student will be able to:

1. Develop a business or marketing plan.
2. Operate a small business.
3. Use available resources for starting a small business.

SECTION II

COURSE CONTENT AND SCOPE

1. Introduction
 - 1.1. SBA checklist for going into business or teacher-prepared questionnaire
 - 1.2. IRS film, "Hey, We're in Business"
 - 1.3. Resources available in community
 - 1.3.1. SBA workshops
 - 1.3.2. National University Continuing Education workshops
 - 1.3.3. A.C.C.E.S.S
 - 1.4. Review of recommended literature (bibliography attached)
 - 1.5. List of important agencies in San Diego
 - 1.5.1. Starting A Business in San Diego handout
2. The Business Plan
 - 2.1. Elements in a business plan
 - 2.2. Model plan
3. Tax Requirements
 - 3.1. IRS lecture
4. Legal Structure
 - 4.1. Lawyer lecture
 - 4.2. Introduction to varying business structures
 - 4.3. Case studies of problems and pitfalls
5. Recordkeeping and Insurance
 - 5.1. Bookkeeper-financial speaker

COURSE CONTENT AND SCOPE (CONTINUED)

- 5.2. Insurance speaker
- 6. Speakers
 - 6.1. Export/import (Federal), business broker, or other speaker to meet needs of students
 - 6.2. An entrepreneur
- 7. Review of Business Plan
 - 7.1. Lecture by an entrepreneur who acquired capital as a result of own business plan.
 - 7.2. Film

 - 7.3. Discussion about location
- 8. Marketing/PR/Advertising
 - 8.1. Creating an image
 - 8.2. Models, comparative pricing
 - 8.3. Who needs what to gain a market position
- 9. Wrap Up and Networking
 - 9.1. Business plans collected
 - 9.2. Feedback from class for future use
 - 9.3. Exchange of cards, telephone numbers, and sharing

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

The student will:

1. Set goals and evaluate the achievement of these goals upon completion of the course.
2. Attend class regularly and participate in class activities.
3. Present a completed business or marketing plan.

METHOD OF INSTRUCTION

Lectures, guest speakers, audio-visual aids, class discussion, and field trips.

TEXT AND SUPPLIES

Texts:

Bibliography of Resource Materials, Compiled by Connie Thurston, Instructor, North Shores Center

Elementary Accounting, Bauer, Royal D., and Paul Holland Darby, , Harper and Rowe, New York City, 1973

TEXT AND SUPPLIES (CONTINUED)

The Insider's Guide to Small Business Resources, Gumpert, David E., and Jeffrey A. Timmons, Doubleday and Company, 1982

How to Plan and Finance Your Business, Osgood, William R., CBI Publishing Co., Inc., Boston, 1980

Women's Handbook--How SBA Can Help You Go Into Business, prepared by the Office of Management Assistance, U.S. Small Business Administration. Contains a list of books a woman may find helpful

Steps to Starting a Business, one of 25 titles in *Small Business Reporter* Series, published by Bank of America, Dept. 3401, P.O. Box 37000, San Francisco 94137, Tel. (415) 622-2491

Single copies of *Small Business Reporter* are available free at any Bank of America branch.

List of free publications:

Management Aids--SBA 115A, from U.S. Small Business Administration, P.O. Box 15434, Ft. Worth, TX 76119, or call toll free (800) 433-7212

Categorized into 7 topic areas:

Accounting, Financial Management and Analysis; Planning;

General Management and Administration; Marketing; Organization and Personnel; Legal and Governmental Affairs; and Miscellaneous.

List of for-sale booklets:

SBA 115B (same address as above), including: Small Business Management Series, which provides discussions of special management problems in small companies

Starting and Managing Series, which is designed to help the small entrepreneur "to look before leaping" into a business

Business Basics--23 self-study booklets, each covering a specific aspect of small business management

Score (Service Corps of Retired Executives, sponsored by U.S. Small Business Administration), Room 100, 1441 L St., N.W., Washington, D.C. 20416. Provides free business counseling

Your Business and the SBA, issued by Public Communications Division, U.S. Small Business Administration, October 1981

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Facts About Small Business and the U.S. Small Business Administration, February 1981

Periodicals:

Business Horizons, Journal of Small Business Management, Harvard Business Review, University of Michigan Business Review, Business Week, San Diego Business Journal, Daily Transcript, Wall Street Journal, Inc., Nation's Business, Venture in Business

PREPARED BY Leona Plummer DATE July, 1982

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Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog