

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 540

**COURSE TITLE**

STARTING YOUR OWN BUSINESS

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This is a preliminary course for anyone interested in establishing a small business. Emphasis is given to starting home-based businesses, as well as businesses in commercial space. The course will acquaint students with the characteristics of a successful entrepreneur; pros and cons of business ownership; start-up considerations; capital needs and sources of financing; personnel considerations; legal forms of ownership; elements of a comprehensive business plan; and available resources. (FT)

**LECTURE HOURS**

3 hours per week  
(for 5 weeks or a minimum of 15 hours)

**LABORATORY HOURS**

**ADVISORY**

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.

## STARTING YOUR OWN BUSINESS

### PAGE 2

#### 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

The goal of this course is to identify the elements necessary to establish a small business, with particular emphasis on businesses started out of the home or in commercial space.

#### COURSE OBJECTIVES

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

1. Describe the characteristics of a successful entrepreneur and compare and contrast them with personal characteristics.
2. Identify and analyze the risk/reward relationship of entering into a business as an entrepreneur.
3. Analyze and explain why some small businesses succeed while others fail.
4. Summarize main considerations for business start-up.
5. Explain the importance of business planning and identify the key elements of a comprehensive business plan.
6. Compare the basic elements of the various legal forms related to small businesses and select the most appropriate form for an individual's small business.
7. Identify personnel considerations and explain the difference between an independent contractor and an employee.
8. Determine whether to purchase an existing business, buy a franchise, or start a new business--either in the home or in commercial space.
9. Analyze and select the most effective location for conducting the business, depending upon the goals of the business.
10. Identify capital needs and sources of financing, and determine how to obtain initial financing and credit for a small business.
11. Identify resources available to assist small business owners.

#### SECTION II

#### COURSE CONTENT AND SCOPE

1. Analyzing Your Business Potential
  - 1.1. Attitudes, characteristics
  - 1.2. Degree of risk
  - 1.3. Commitment, motivation

COURSE CONTENT AND SCOPE (CONTINUED)

- 1.4. Rationale for why some small businesses succeed while others fail
- 1.5. Pros and cons of business ownership
2. Making Essential Decisions
  - 2.1. Starting a new business
  - 2.2. Buying an existing business
  - 2.3. Buying a franchise
3. Selecting a Legal Form of Organization
  - 3.1. Sole proprietorship
  - 3.2. Partnership
  - 3.3. S-Corporation
  - 3.4. Corporation
  - 3.5. Limited Liability Corporation (LLC)
4. Selecting the Location for Your Business
  - 4.1. Home-based vs. home-based with office identity
  - 4.2. Incubator
  - 4.3. Industrial, retail, office sources
5. Home-Based Businesses/Cottage Industries
  - 5.1. Determine if the business can be operated from the home
  - 5.2. Setting up physical space/furnishings and equipment requirements
  - 5.3. Balancing business against home/family demands; dealing with isolation
6. Identifying Start-Up Considerations
  - 6.1. Business licenses and/or permits
  - 6.2. Fictitious names
  - 6.3. Zoning laws
  - 6.4. Title registration
  - 6.5. Trademark and copyright considerations
  - 6.6. Federal, state, and city regulatory requirements
7. Personnel Considerations
  - 7.1. State and federal laws
  - 7.2. Independent contractors vs. employees
8. Developing a Comprehensive Business Plan
  - 8.1. The importance of a business plan
  - 8.2. Overview of the elements of a comprehensive business plan
9. Financing Your Business
  - 9.1. Determining capital needs
  - 9.2. Identifying sources of financing
  - 9.3. Obtaining initial financing and credit
10. Identifying Resources Available to the Small Business Owner
  - 10.1. Service Corps of Retired Executives (SCORE)
  - 10.2. Small Business Administration (SBA)
  - 10.3. Small Business Development Centers (SBDC)
  - 10.4. Other resources; e.g., U.S. Post Office, etc.

