

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 541

**COURSE TITLE**

BUYING A BUSINESS OR FRANCHISE

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course covers guidelines for buying an existing business or franchise and includes legal, financial, personnel, and tax considerations; valuation techniques; effective negotiations; necessary forms and documents; and the importance of professional advisors. (FT)

**LECTURE HOURS**

**LABORATORY HOURS**

3 hours per week  
(for 9 weeks or a minimum of 27 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.

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 provide students with skills necessary to analyze whether to buy an existing business or franchise.

COURSE OBJECTIVES

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

1. Explain the legal, financial, and tax considerations of buying an existing business or franchise.
2. Perform a business valuation in order to analyze an existing business or franchise.
3. Negotiate effectively as a buyer of an existing business or franchise to achieve stated objectives.
4. Evaluate sample written agreements in order to identify strengths and weaknesses.
5. Complete necessary forms and documents.

**SECTION II**

COURSE CONTENT AND SCOPE

1. Guidelines for Buying an Existing Business or Franchise
2. Legal Considerations
3. Financial Considerations
4. Personnel Considerations
5. Tax Considerations
6. Effective Negotiations
7. Valuation Techniques
8. Forms and Documents
9. Professional Advisors

APPROPRIATE READINGS

NONE

