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

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

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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:

- 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.
- 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
- Tax Considerations
- 6. Effective Negotiations
- 7. Valuation Techniques
- 8. Forms and Documents
- Professional Advisors

APPROPRIATE READINGS

NONE

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WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

Students will be evaluated on their ability to perform a business valuation; critically analyze sample written business sale agreements in order to identify strengths and weaknesses; and demonstrate effective negotiations techniques.

METHOD OF INSTRUCTION

The primary methods of instruction will be lectures, guest speakers, student presentations, small group analysis, films, class discussions, and field trips.

TEXTS AND SUPPLIES

There is no text. However, the instructor will provide a class syllabus, handouts, Small Business Administration materials, and sample business sale agreements.

PREPARED BY _	LINDA SCOTT	DATE	10/92
REVISED BY Insti	ructional Services/SLO's Added	_ DATE	March 6, 2014_
REVISED BY		DATE	
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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