

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 630

COURSE TITLE

SMALL BUSINESS ESSENTIALS

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with the principles, practices, strategies, and requirements needed to form and manage a small business. Students will learn about establishing online, home-based, mobile and commercially zoned small businesses. Topics include legal forms of organization, hiring employees, financial issues, establishing credit, securing loans, developing sales and marketing strategies and legal issues. Students will learn how to identify and analyze personal and business skills necessary to start a small business. (FT)

LECTURE/LABORATORY HOURS

54

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language; knowledge of math concepts at the 8th grade level and basic computer literacy. Familiarity with Microsoft Office programs such as Word and Excel (or an application of similar scope) is recommended.

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)

SMALL BUSINESS ESSENTIALS

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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

1. Understand the principles, practices and strategies necessary to start an online, home-based, mobile or commercially zoned small business.
2. Learn how to analyze business and personal skills essential to start and manage a successful small business.
3. Understand the financial, governmental and legal requirements and regulations to run a small business.
4. Understand employee recruitment, hiring and best practices.
5. Understand how to develop sales and marketing strategies.
6. Understand how to develop a networking strategy.
7. Understand accounting, recordkeeping and asset management.
8. Learn strategies for starting, managing and exiting a small business.

COURSE OBJECTIVES

Upon successful completion the student will be able to:

1. Differentiate and describe legal forms of ownership.
2. Describe business and personal skills necessary to starting a small business.
3. Identify and describe legal issues and requirements of federal, state, county and city governments.
4. Identify and describe best practices for hiring and recruitment of employees.
5. Describe various sales and marketing strategies.
6. Explain and develop a networking strategy, outlining target customers, mentors, industry peers, advisory groups and government.
7. Describe the accounting equation and explain how financial statements are used in business accounting.
8. Construct and describe an implementation and exit strategy for a small business.

SECTION II

COURSE CONTENT AND SCOPE

1. Business Skills
 - 1.1. Roles of the traditional entrepreneur
 - 1.2. Personality assessment
 - 1.3. Business skills assessment

COURSE CONTENT AND SCOPE (CONTINUED)

- 1.4. Continuing education plan
2. Starting a Business
 - 2.1. New business
 - 2.2. Purchasing an existing business
 - 2.3. Licensing a franchise business
 - 2.4. Inheriting a business
3. Legal Forms of Ownership
 - 3.1. Sole proprietor
 - 3.2. Corporations
 - 3.3. Non-Profit
4. Register the Business
 - 4.1. City permits and licensing
 - 4.2. State permits and licensing
 - 4.3. Federal permits and licensing
5. Business Location
 - 5.1. Home office
 - 5.2. Co-op office arrangement
 - 5.3. Leasing an office
 - 5.4. Purchasing a building
 - 5.5. Preparing the location
 - 5.6. Setting up the office
6. Small Business Networking
 - 6.1. Social networking
 - 6.2. Customer
 - 6.3. Mentors
 - 6.4. Industry peer groups
 - 6.5. Advisory groups
 - 6.6. Government assistance
7. Hiring Issues and Best Practices
 - 7.1. Regulations
 - 7.2. Independent contractors
 - 7.3. Employees and personnel
 - 7.3.1. Identify employment and personnel status
 - 7.3.1.1. Temporary
 - 7.3.1.2. Full-Time
 - 7.3.1.3. At will
 - 7.3.1.4. Contract
 - 7.3.2. Recruitment and hiring
 - 7.3.2.1. Job descriptions
 - 7.3.2.2. Job postings
 - 7.3.2.3. Evaluating prospects
 - 7.3.3. Unionized workforce
 - 7.3.4. Training
 - 7.3.5. Supervision
 - 7.3.6. Termination

COURSE CONTENT AND SCOPE (CONTINUED)

8. Small Business Financials
 - 8.1. Accounting equation
 - 8.2. Record-Keeping system
 - 8.2.1. Bookkeeping
 - 8.2.2. Cash management
 - 8.3. Financial statements
 - 8.4. Projections and forecasts
 - 8.5. Cash flow issues
 - 8.6. Evaluating performance
 - 8.7. Asset management
 - 8.7.1. Inventory issues
 - 8.7.2. Equipment purchases and maintenance
 - 8.7.3. Intellectual property protection
9. Financial Controls
10. Banking and Finance Essentials
 - 10.1. Creating bank accounts
 - 10.2. Establishing business credit
 - 10.3. Finance sources
 - 10.3.1. Loans
 - 10.3.2. Investments
 - 10.3.3. Grants and credits
 - 10.3.4. Gifts
11. Liability, Risk Management and Insurance
 - 11.1. Liability issues
 - 11.2. Risk management
 - 11.2.1. Protecting property
 - 11.2.2. Personnel
 - 11.2.3. Customers
 - 11.2.4. Government and taxes
 - 11.3. Insurance
 - 11.4. Contracts
12. Sales and Marketing Strategies
 - 12.1. Creating brand value
 - 12.2. Develop value proposition
 - 12.3. Promotions
 - 12.4. Advertising
 - 12.5. Sales strategies
 - 12.6. Customer relations management
 - 12.7. Social marketing
13. Legal Issues and Requirements
 - 13.1. Government regulations
 - 13.2. Industry regulations
 - 13.3. Legal counsel issues
 - 13.4. Intellectual property protection and acquisition
 - 13.5. Contracts
 - 13.6. Torts

COURSE CONTENT AND SCOPE (CONTINUED)

- 14. Exit Strategies
 - 14.1. Transfer the business
 - 14.1.1. Sale
 - 14.1.2. Family succession and inheritance
 - 14.1.3. Pass off the business
 - 14.2. Termination
 - 14.2.1. Walkaway
 - 14.2.2. Workout financial exit
 - 14.2.3. Bankruptcy options
- 15. Complete the Implementation and Exit Strategy
 - 15.1. Organize and assemble
 - 15.2. Completeness, clarity and conciseness
 - 15.3. Presentation

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, materials such as textbooks and workbooks, instructor written handouts, computerized simulations, resource manuals, videos, tutorials, on-line assistance, and relevant industry periodicals.

WRITING ASSIGNMENTS

Writing assignments will enable the students to demonstrate understanding of course concepts and application of proper writing skills. Appropriate assignments may include, but are not limited to: completing assigned exercises, written reports, class assignments and projects.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts and reference resources; research as needed to complete projects; and organizing and preparing written answers to assigned questions.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, evaluation and analysis of case studies featuring small businesses in various scenarios. Students will utilize this analysis in classroom discussions, writing assignments, and in performing activities to develop best practices for starting and managing a small business. Students must select and use appropriate methods and resources to complete assignments.

EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

1. Maintain attendance and punctuality per current policy.
2. Contribute to class and group discussions.

EVALUATION (CONTINUED)

3. Perform in a variety of activities and complete assignments.
4. Demonstrate ability to work independently and as a team member.
5. Present a written or oral implementation and exit strategy

Upon successful completion of each course in the program, a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts must be current and relevant to the course such as:

- Better Business* by Solomon, Poatsy & Martin, Pearson, current edition.
- Entrepreneurial Small Business* by Katz & Green, McGraw-Hill, current edition.
- Entrepreneurship* by Hisrich, Peters & Sheperd, McGraw-Hill, current edition.
- Foundations of Business* by Pride, Hughes & Kapoor, Cengage Learning, current edition.
- Small Business Management* by Hatten, Cengage Learning, current edition.

The instructor will provide a class syllabus, handouts and sample business plans.

Supplies: Journal (composition book), USB Drive or other storage media.

PREPARED BY: Matthew Rivaldi

DATE: 4/4/15

REVISED BY: _____

DATE: _____

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