

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 631

**COURSE TITLE**

SMALL BUSINESS PLANNING

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course includes preplanning, strategizing, organizing, developing and writing a small business plan. Students will develop a personal vision statement and create a business concept that aligns with their plan. The course also includes management and organization, marketing strategies, financials and exit strategies. (FT)

**LECTURE/LABORATORY HOURS**

54

**ADVISORIES**

NONE

**RECOMMENDED SKILL LEVEL**

Possess a 10<sup>th</sup> grade reading level; ability to communicate effectively in the English language; knowledge of math concepts at the 8<sup>th</sup> grade level and basic computer literacy. Completion of an introductory accounting course is recommended. 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)

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. Learn how to develop a personal vision statement that outlines the student's lifestyle, professional and financial goals.
2. Learn how to create a business concept that states how the small business will create customer value in a product/service and how it delivers that product/service to the market.
3. Learn about management and organization, market strategies and financial requirements.
4. Learn how to write a business plan outlining the strategies for success for a new small business.

COURSE OBJECTIVES

Upon successful completion the student will be able to:

1. Describe and assess personal skills and develop a personal vision statement outlining their desired lifestyle, professional and financial goals.
2. Describe and develop a business model concept that creates customer value in a product or service as well as describes how the product or service will be delivered that is aligned to the Personal Vision Statement.
3. Explain management and organization, market strategies and financial requirements.
4. Prepare and present a written business plan that describes how a successful small business can be formed based on projections derived from the Business Model Concept.

**SECTION II**

COURSE CONTENT AND SCOPE

1. Preplanning and Strategizing
  - 1.1. Entrepreneur's role
  - 1.2. Traditional entrepreneur
  - 1.3. Personal vision statement
    - 1.3.1. Lifestyle criteria
    - 1.3.2. Professional criteria
    - 1.3.3. Financial criteria
  - 1.4. Analyze trends and opportunities in the marketplace
  - 1.5. Business concept model
    - 1.5.1. Creating customer value in a product or service
    - 1.5.2. Delivery of a product or service
    - 1.5.3. Business concept feasibility analysis
    - 1.5.4. Compare business model concept to personal vision statement

COURSE CONTENT AND SCOPE (CONTINUED)

2. Writing the Small Business Plan
  - 2.1. Product or service
    - 2.1.1. Define
      - 2.1.1.1. Features and benefits
      - 2.1.1.2. Limitations
      - 2.1.1.3. Liability
    - 2.1.2. Production and facilities
      - 2.1.2.1. Potential suppliers
      - 2.1.2.2. Describe the manufacturing process
      - 2.1.2.3. Identify and describe the facility space
    - 2.1.3. Intellectual property protection
      - 2.1.3.1. Patents
      - 2.1.3.2. Trademarks
      - 2.1.3.3. Copyright
      - 2.1.3.4. Trade secrets
    - 2.1.4. Government regulations
  - 2.2. Management and organization
    - 2.2.1. Legal structure
      - 2.2.1.1. Sole proprietorship
      - 2.2.1.2. Corporation
      - 2.2.1.3. Non-profit
  - 2.3. Local market strategies
    - 2.3.1. Local industry and local competition
    - 2.3.2. Market analysis
    - 2.3.3. Strategy to penetrate the local market
    - 2.3.4. Pricing for the local market
  - 2.4. Financials
    - 2.4.1. Accounting equation and financial terms
    - 2.4.2. Start-up costs
    - 2.4.3. Start-up operating expenses, sales and inventory
    - 2.4.4. Cash outlays and identify revenue sources
    - 2.4.5. Statements
    - 2.4.6. Local financial resources
  - 2.5. Exit strategies
3. Completing the Small Business Plan
  - 3.1. Organize and assemble the small business plan
  - 3.2. Completeness, clarity and conciseness
  - 3.3. Small business plan presentation
  - 3.4. Strategies for implementation

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. Written assignments include: Personal Vision Statement, Business Concept Model and the Small Business Plan. Other 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, analysis and evaluation of assigned text and reference resources, and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students will use appropriate methods and resources to complete laboratory assignments and compose a written small business plan.

### 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.
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 small business plan.

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:

*Planning the Entrepreneurial Venture* by Kauffman, FASTTRAC, current edition.  
*Successful Business Plan, Secrets & Strategies* by Rhonda Abrams, Planning Shop,  
current edition.

The instructor will provide a class syllabus, handouts, Small Business Administration materials, and sample business plans.

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

PREPARED BY Matthew Rivaldi

DATE 4/4/2015

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