

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 632

COURSE TITLE

SMALL BUSINESS SKILLS

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with the business practices and skills needed to grow an existing small business. Students will learn the roles of the entrepreneur, goal setting, communication best practices, negotiation skills and business processes to increase profits and manage a growing business. Topics include developing a vision statement, establishing a healthy business and personal lifestyle, time management, effective delegation techniques and redesigning business processes. (FT)

LECTURE/LABORATORY HOURS

45

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.

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 for entrepreneurs and business managers to run and grow a small business.
2. Understand the need for personal development in a growing small business.
3. Understand the fundamentals of goal setting and time management in a business.
4. Learn communication and negotiation strategies used in small businesses.
5. Understand how to improve business processes.

COURSE OBJECTIVES

Upon successful completion the student will be able to:

1. Describe business and personal skills necessary for an entrepreneur or manager to run and grow a small business.
2. Identify and describe methods to develop a healthy business and personal lifestyle.
3. Identify and describe various goal setting strategies.
4. Identify and describe best practices for time management for a business.
5. Demonstrate a business negotiation and practice communication to secure a mutually beneficial agreement.
6. Identify and recognize strategies to improve business processes in a small business.
7. Explain and develop a personal vision statement.

SECTION II

COURSE CONTENT AND SCOPE

1. Business and Personal Skills
 - 1.1. Roles of the entrepreneur and manager
 - 1.2. Business skills assessment
 - 1.3. Personality assessment
 - 1.4. Develop continuing education plan
2. Personal Vision Statement
 - 2.1. Define lifestyle criteria
 - 2.2. Define professional criteria
 - 2.3. Define financial criteria
 - 2.4. Define personal ideology and core values

COURSE CONTENT AND SCOPE (CONTINUED)

3. Establishing a Healthy Business and Personal Lifestyle
 - 3.1. Establishing mentorship
 - 3.2. Developing accountability partners
 - 3.3. Enlisting family support
 - 3.4. Maintaining personal Health
4. Goals
 - 4.1. Goal setting
 - 4.2. Goal alignment
 - 4.3. Sorting urgent versus important goals
 - 4.4. Breaking down goals into tasks
5. Time Management
 - 5.1. Assess activity log
 - 5.2. Analyze activities
 - 5.3. Use analysis to create change
 - 5.4. Scheduling tools
 - 5.5. Define and analyze time losses
 - 5.6. Strategies to avoid time loss
 - 5.7. Managing employees
 - 5.7.1. Clear goals and directions
 - 5.7.2. Avoiding pointless meetings
 - 5.7.3. Bottlenecks
 - 5.7.4. Roles of employer and employee
 - 5.8. Establishing personal and work life balance
 - 5.9. Technology to improve time management
6. Business Communication
 - 6.1. Styles of communication based on personality types
 - 6.2. Networking
 - 6.3. Small talk, how to start and maintain conversations
 - 6.4. Presentations
 - 6.5. Email and digital communication techniques
 - 6.6. Phone techniques
7. Negotiations
 - 7.1. Types of negotiations: distributive and integrative
 - 7.2. Best Alternative to Negotiated Agreement (BATNA)
 - 7.3. Reservation price
 - 7.4. Zone of Possible Agreement (ZOPA)
 - 7.5. Barriers to agreement
 - 7.6. Negotiation tactics
 - 7.7. Mental errors
 - 7.8. Negotiating for others
8. Improving Business Processes
 - 8.1. Inputs, activities and outputs
 - 8.2. People, technology and information
 - 8.3. Business process improvement methods

COURSE CONTENT AND SCOPE (CONTINUED)

- 8.4. Analyze existing business process
- 8.5. Redesign business process
- 8.6. Acquire needed resources
- 8.7. Implementation
- 8.8. Continuous improvement
- 9. Completing the Personal Vision Statement
 - 9.1. Organize and assemble written personal vision statement
 - 9.2. Completeness, clarity and conciseness
 - 9.3. Presentation
 - 9.4. 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. 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 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.
3. Perform in a variety of activities and complete assignments.

EVALUATION (CONTINUED)

4. Demonstrate ability to work independently and as a team member.
5. Present a written or oral personal vision statement.

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:

Improving Business Processes by Harvard Business Review Press, current edition.
Negotiation by Harvard Business Essentials, current edition.
Quiet by Susan Cain, Broadway Books, current edition.
Scaling Up by Verne Harnish, Gazelles, current edition.
Time Management by Harvard Business Essentials, current edition.

The instructor will provide a class syllabus and handouts.

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

PREPARED BY: Matthew Rivaldi DATE: 5/29/2015

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