1. **COURSE ID:** BUS. 150  
**TITLE:** Entrepreneurship - Small Business Management  
**Units:** 3.0 units  
**Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours  
**Method of Grading:** Letter Grade Only  
**Recommended Preparation:**  
Eligibility for ENGL 838 or ENGL 848  
BUS. 100

2. **COURSE DESIGNATION:**  
   - Degree Credit  
   - Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
Entrepreneurs and small business are drivers of the American economy. This course provides the skills needed to conceive, plan, establish, finance, market, and manage a small business, including: how to write a new venture business plan, how to navigate the challenges and opportunities of the small business environment, how to achieve optimum benefits from limited resources, and how to plan for growth and succession or exit from a small business.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
Upon successful completion of this course, a student will meet the following outcomes:  
1. Explain what it means and takes to be an entrepreneur.  
2. Understand ethical decision making.  
3. Start a small business by conducting a feasibility study and market analysis for their idea, and examining alternate paths to small business ownership, including franchising.  
4. Understand forms of incorporation, and the taxation and liability associated with each.  
5. Compile and write a summary business plan, including marketing and operations.  
6. Understand small business customer relationship management and marketing.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
Upon successful completion of this course, a student will be able to:  
1. Explain what it means and takes to be an entrepreneur.  
2. Understand ethical decision-making.  
3. Start a small business by conducting a feasibility study and market analysis for their idea, and examining alternate paths to small business ownership, including franchising.  
4. Understand forms of incorporation, and the taxation and liability associated with each.  
5. Compile and write a summary business plan, including marketing and operations.  
6. Understand small business customer relationship management and marketing.

6. **COURSE CONTENT:**  
**Lecture Content:**  
1. Entrepreneurship  
   - Entrepreneurship and Small Business  
   - Entrepreneurial Opportunities  
   - So You Want to Be an Entrepreneur  
   - The Many Varieties of Entrepreneurship  
   - The Competitive Edge of Entrepreneurs  
   - Getting Started  
   - Success in Business and Success in Life  
2. Integrity and Ethics  
   - What is Integrity?  
   - Integrity and the Interests of Major Stakeholders  
   - Challenges and Benefits of Acting with Integrity  
   - Integrity and the New Economy  
   - Building a Business with Integrity
3. Starting a Small Business
   Coming Up with Startup Ideas
   Using Innovative Thinking to Generate Business Ideas
   Using Internal and External Analyses to Assess Business Ideas
   Selecting Strategies That Capture Opportunities
   Is Your Startup Idea Feasible?
   Looking Forward

4. Franchises and Buyouts
   What is Franchising?
   The Pros and Cons of Franchising
   Evaluating Franchise Opportunities
   Buying an Existing Business

5. The Family Business
   What is Family Business?
   Family Business Momentum
   Family Roles and Relationships
   Good Governance in the Family Firm
   The Process of Leadership Succession

6. The Business Plan
   Overview of the Business Plan
   Preparing a Business Plan
   Resources for Business Plan Preparation
   Keeping the Right Perspective
   a. The Marketing Plan
      What is Small Business Marketing?
      The Formal Marketing Plan
      Marketing Research for the Small Business
      Understanding Potential Target Markets
      Estimating Market Potential
   b. The Organizational Plan
      Building a Management Team
      Choosing Legal Form of Organization
      Forming Strategic Alliances
      The Board of Directors
   c. The Location Plan
      Locating the Brick-and-Mortar Startup
      Designing and Equipping the Physical Facilities
      Locating the Startup in the Entrepreneur’s Home
      Locating the Startup on the Internet

7. Customer Relations
   Customer Relationship Management
   Customer Profiles
   Psychological Influences on Customers
   Sociological Influence on Customers

7. REPRESENTATIVE METHODS OF INSTRUCTION:
   Typical methods of instruction may include:
   A. Lecture
   B. Guest Speakers
   C. Other (Specify): Case studies; group projects and oral presentations; role-playing; writing projects

8. REPRESENTATIVE ASSIGNMENTS
   Representative assignments in this course may include, but are not limited to the following:
   Writing Assignments:
     Writing a Business Plan for a prospective business. Written analysis of case studies. Written tests.
   Reading Assignments:
     Case studies, assigned chapters from course textbook and additional course materials on Human Resource Law.
   Other Outside Assignments:
9. REPRESENTATIVE METHODS OF EVALUATION
Representative methods of evaluation may include:
   A. Class Participation
   B. Oral Presentation
   C. Written examination
   D. Case studies and Business Plan

10. REPRESENTATIVE TEXT(S):
Possible textbooks include:
   A. Longnecker, Justin; Petty, J. William; Plaich, Leslie E.; Hoy, Frank. Small Business Management: Launching and Growing Entrepreneurial Ventures, ed. South-Western Cengage Learning, 2014

   **Origination Date:** December 2016
   **Curriculum Committee Approval Date:** February 2017
   **Effective Term:** Fall 2017
   **Course Originator:** Anne Figone