



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	124
Descriptive Title:	Entrepreneurship Start-up Planning and Funding
Division:	Business
Department:	Business Management
Course Disciplines:	Business, Management
Catalog Description:	<p>This course provides students with the ability to identify opportunities and develop them into viable small businesses or non-profit organizations. Students will focus on building the entrepreneurial skills needed to initiate and manage a small business or small organization. Areas of concentration include business planning, acquiring financing, drafting and pitching a business plan, marketing, accounting, legal forms of organizations, and strategic planning.</p> <p>Note: Letter grade or pass/no pass option.</p>
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	fall 1995
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	

CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	
Student Learning Outcomes:	<p>SLO #1 Business Plan</p> <p>Students will individually develop a comprehensive business plan for their new product or service.</p> <p>SLO #2 Financial Impact</p> <p>Students will distinguish among the types of capital including: working capital, growth capital, and equity capital and estimate the need for borrowed or invested funds to develop a new product or service.</p> <p>SLO #3 Risk Assessment</p> <p>Students will assess various types of risk than may threaten their business and establish plans to address each risk.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Identify personal business interests and develop a business plan for a viable entrepreneurial opportunity. 2. Given an entrepreneurial venture based on key considerations such as tax and liability, identify the most appropriate legal forms to be used with the selected business venture. 3. Identify 3-4 vital goals for the business to be focused on over the next 12-month planning period. 4. Research variable costs for each product offered and determine the product's profit margin. 5. Determine potential risks and establish a plan to address each one.
Major Topics:	<p>I. Understanding Entrepreneurship (6 hours, lecture)</p> <ol style="list-style-type: none"> A. History and definition of entrepreneurship B. Entrepreneurial Mindset C. Impact of entrepreneurship on personal life and family D. Entrepreneurship in for-profits and non-profits. E. Ethics and social responsibility of organizations. F. Ethical impacts on strategic planning and decision making G. Social entrepreneurship <p>II. Venture Creation (6 hours, lecture)</p> <ol style="list-style-type: none"> A. Filling a need in the market B. Competitive Analysis

- C. Pricing Strategy
- D. Franchises and buyouts
- E. Feasibility Analysis
- F. Protecting intellectual property

III. The Business Plan Content and Format (18 hours, lecture)

- A. Importance of business plans and annual updates
- B. Business vision, goals, objectives
- C. The organizational plan
- D. Location options: Ecommerce or physical location
- E. Product/Service Offering
- F. Risk evaluation
- G. Marketing plan
- H. Management team
- I. Financial plan
- J. Exit strategy
- K. Pitching to Investors
- A. Presentation: content, format
 - B. Oral communication skills
 - C. Responding to questions

IV. Accounting, Financial Management, and Risk (9 hours, lecture)

- A. Financial statements and accounting responsibilities
- B. Budget including capital budget
- C. Organization's financial statements: Income statement, Balance sheet, Cash flow statement.
- D. Risk management including including liability and human resources risk and insurance
- E. Exit strategies and leaving the organization

V. Funding Options (3 hours, lecture)

- A. Debt versus equity financing
- B. Forecasts of financial needs and sources of financing
- C. Sources: savings, friends and family, credit cards, bank loans, private equity lenders, crowdfunding, government loans, stock sales.
- D. The working capital cycle

VI. Organizational Management (12 hours, lecture)

- A. The employee stakeholder
- B. Leadership and management differentiated
- C. Vision and mission for the organization
- D. Professional management and delegation
- E. Board of directors and mentors
- F. Legal forms of business: incorporation, 503(c), partnerships, LLCs, B Corp, C and S Corporations, and sole proprietorships.
- G. Personal time management

Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Identify a business you would be interested in owning or managing. Examine franchise, purchase, and new venture development options for the business. (Non-profit agencies also have franchising opportunities). Prepare a one- to two-page paper examining the advantages and disadvantages of each of the three opportunities. For the organization you selected, which option would you choose and why?
Critical Thinking Assignment 1:	Utilizing the vision, mission, and goals you previously developed for an organization, write a two- to three-page analysis of how prepared you are to manage the organization with your current skills and capabilities. As part of that analysis, identify the specific competencies you do not possess that are needed to make your organization successful. Develop a human resources plan to either train the people in the organization (including yourself) or recruit new people to support the organization's success.
Critical Thinking Assignment 2:	<p>Step 1: Business Plan</p> <p>The Business Plan is a blueprint to launch the business concept and outlines steps to develop the business. Write a business plan that includes the following critical sections.</p> <ul style="list-style-type: none"> · Executive Summary · Product Offering and Business Model Summary · Market and Competitive Analysis · Marketing Plan · Operational Plan · Financial Analysis and Forecast · Hiring and Team composition · Key Milestones <p>Step 2: Pitch Presentation Slides</p> <p>Compose a slide deck derived from the business plan that would aid in presenting the business concept and plan to investors, financial lenders, potential partners, vendors and potential employees.</p> <p>Deliverables: Business plan should be 10-15 pages, single spaced. The slide deck should be 8-12 slides.</p>
Other Evaluation Methods:	Multiple Choice, Objective Exam, Quizzes, Term or Other Papers, True/False, Written Homework

Instructional Methods:	Discussion, Group Activities, Guest Speakers, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Entrepreneurship, 2020, Digital 978-1-947172-70-8 Openstax, Rice University
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
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Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills. Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.

Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Phillip L. Knypstra
Date:	09/01/1974
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Melissa Som de Cerff
Date:	10/02/2023
Last Board Approval Date:	12/18/2023
Effective Term:	FALL 2024