



El Camino College
COURSE OUTLINE OF RECORD – Approved

I. GENERAL COURSE INFORMATION

Subject and Number: Business 24
Descriptive Title: Small Business Entrepreneurship
Course Disciplines: Management or Business
Division: Business

Catalog Description:

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 product development, acquiring financing, drafting a business plan, advertising, accounting, legal forms of organizations, and strategic planning.

Note: Letter grade or pass/no pass option.

Conditions of Enrollment:

Recommended Preparation English 1 or eligibility for English 1A or qualification by appropriate assessment

Course Length:	X Full Term	Other (Specify number of weeks):
Hours Lecture:	3.00 hours per week	TBA
Hours Laboratory:	0 hours per week	TBA
Course Units:	3.00	

Grading Method: Both
Credit Status: Associate Degree Credit

Transfer CSU: X **Effective Date:** Prior to July 1992
Transfer UC: No

General Education:

El Camino College:

CSU GE:

IGETC:

II. OUTCOMES AND OBJECTIVES

A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

SLO #1 Business Planning

Students will write a business plan detailing how the goals of their organization can be achieved.

SLO #2 Critical Analysis

Students will identify and analyze changes in the external environment which present potential opportunities and then develop plans and strategies to successfully pursue those opportunities.

SLO #3 Integrated Planning

Students will analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the business.

B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Identify personal business interests and develop a business plan for a viable entrepreneurial opportunity.
 - Other (specify)
 - Final project
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.
 - Objective Exam
3. Identify and analyze an ideal location for the business (such as mobile, home-based, e-media distribution platform, etc.) and address weaknesses of the ideal location.
 - Written homework
4. Identify 3-4 vital goals for the business to be focused on over the next 12-month planning period.
 - Written homework
5. Research variable costs for each product offered and determine the product's profit margin.
 - Written homework
6. Identify the first future hire for the business and develop a job specification for the position.
 - Written homework
7. Identify key risks associated with the business and develop a risk management plan do address the key risks.
 - Written homework

III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	6	I	Understanding entrepreneurship <ul style="list-style-type: none">A. History and definition of entrepreneurshipB. Entrepreneurship in for-profits and non-profits.C. Ethics and social responsibility of organizations.D. Ethical impacts on strategic planning and decision making

Lecture	6	II	<p>Organization Creation</p> <ul style="list-style-type: none"> A. Small business Creation B. Non-profit organization Creation C. Franchises and buyouts D. Family businesses E. Feasibility analysis F. The impact of entrepreneurship on the family G. Recognized options for the formation of an organization including: incorporation, 503(c) and other filings for non-profits, partnerships, LLCs and sole proprietorships. H. Considerations of e-commerce
Lecture	6	A. III	<p>The business plan and planning process</p> <ul style="list-style-type: none"> B. Importance of business plans and annual updates C. Integrated focus toward overarching organizational goals D. The organizational plan E. The location plan and why location is important F. Overview of the marketing plan
Lecture	12	IV	<p>Accounting and financial management</p> <ul style="list-style-type: none"> A. The owner stakeholder B. Basics of an organization's financial statements and accounting responsibilities C. Budgeting and the income statement D. Forecasts of financial needs E. Sources of financing F. Exit strategies and leaving the organization G. The working capital cycle H. Cash flow, accounts receivable, and accounts payable management I. Capital budgeting J. Types of business risk K. Liability and human resources issues L. Risk management M. Insurance options
Lecture	12	V	<p>Marketing:</p> <ul style="list-style-type: none"> A. The customer stakeholder B. Donors and recipients of services as customers of the non-profit C. Customer relationships D. Target marketing and niche markets E. Market research F. Psychological and sociological influences of customers G. Product development and the product life cycle H. Supply chain management I. Product strategy and total product design J. Pricing decisions and pricing strategy K. Pricing impacts on the brand L. Customer and stakeholder communication M. Promotion and advertising strategy N. Media utilization including print, broadcast, and online

			O. Sales forecasting P. The global community and cultural differences
Lecture	12	VI	Organizational management 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. Personal time management G. Employee/volunteer recruitment and evaluation H. Employee/volunteer training and development I. Compensation and incentives J. Operations management and inventory management K. Standard operating procedures L. Project management
Total Lecture Hours		54	
Total Laboratory Hours		0	
Total Hours		54	

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignments

B. 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?

C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

- 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.
- Identify a competitor to the organization you have chosen and research the competitor's pricing strategies. (For non-profits, include donations and possible recipient pricing as part of the pricing strategy.) In a one-page report, analyze the competitor's pricing strategy including:
 - How does the competitor's pricing affect the public's perception of their brand?
 - Why do you believe the competitor chose that pricing strategy?
 - How does the pricing strategy meet the needs of the customers they target?
 - What factors (business, economic, social) allow that pricing strategy to be successful or do you believe the pricing strategy is not successful?
 - How would you compete against the competitor's given pricing?

D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:

Objective Exams
Quizzes
Written homework
Term or other papers
Multiple Choice
True/False

V. INSTRUCTIONAL METHODS

Discussion
Group Activities
Guest Speakers
Lecture
Multimedia presentations

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. WORK OUTSIDE OF CLASS

Study
Answer questions
Required reading
Problem solving activities
Written work

Estimated Independent Study Hours per Week: 6

VII. TEXTS AND MATERIALS

A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Longenecker, Petty, Palich, Hoy. Small Business Management. 19th ed. Cengage Publishing, 2020.

B. ALTERNATIVE TEXTBOOKS

C. REQUIRED SUPPLEMENTARY READINGS

D. OTHER REQUIRED MATERIALS

VIII. CONDITIONS OF ENROLLMENT

A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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B. Requisite Skills

Requisite Skills

C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Non-Course Recommended Preparation AND eligibility for English 84	Students must be eligible for English 84 to ensure they have the reading skills necessary to understand the reading assignments and ability to apply the entrepreneurship theories discussed.
Non-Course Recommended Preparation eligibility for English A	Students must be eligible for English A to ensure they have the writing skills necessary to complete the writing assignments.

D. Recommended Skills

Recommended Skills
<p>Demonstrate rules of English grammar, mechanics, and usage. Construct clear and concise sentences. Read financial information such as a credit report, personal budget, and insurance documents with comprehension.</p> <p>Demonstrate study and test-taking techniques.</p> <p>ENGL B - Apply appropriate strategies from the writing process to create, compose, revise, and edit drafts, incorporating feedback from one-on-one tutorials.</p> <p>ENGL B - Read and respond to short readings or one book-length work of appropriate lexile (900 to 1000).</p> <p>ENGL 82 - Discuss elements of a book-length text orally or by means of journals, summaries or compositions.</p> <p>ENGL B - In assigned writing, use a variety of sentence types and edit them for correct grammar, appropriate word choice, and accurate spelling</p> <p>ENGL 82 - Employ basic study skills and reading strategies to explain at the literal level the content of a text.</p> <p>ENGL 82 - Employ basic critical thinking skills such as distinguishing fact from opinion, making valid inferences, and formulating implied main ideas.</p>

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Phillip L. Knypstra on 09/01/1974.

BOARD APPROVAL DATE:

LAST BOARD APPROVAL DATE: 05/18/2020

Last Reviewed and/or Revised by Josh Troesh
19948

Date: 10/2019