

CATALOG INFORMATION

Dept and Nbr: ADLTED 751    Title: STARTING SMALL BUSINESS  
Full Title: How to Start a Small Business  
Last Reviewed: 2/7/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	12	Lecture Scheduled	0
Minimum	0	Lab Scheduled	2.00	6	Lab Scheduled	24.00
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 24.00

Title 5 Category: Non-Credit  
Grading: Non-Credit Course  
Repeatability: 27 - Exempt From Repeat Provisions  
Also Listed As:  
Formerly:

**Catalog Description:**  
In this first course in a 3-course series, students will build knowledge and skills, and learn the requirements to start a small business. Students will analyze the requirements for success in business, assess risks and rewards, examine legal considerations, and ascertain the best use of professional assistance.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: In this first course in a 3-course series, students will build knowledge and skills, and learn the requirements to start a small business. Students will analyze the requirements for success in business, assess risks and rewards, examine legal considerations, and ascertain the best use of professional assistance. (Non-Credit Course)  
Prerequisites/Corequisites:

Recommended:  
Limits on Enrollment:  
Transfer Credit:  
Repeatability: Exempt From Repeat Provisions

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Describe the characteristics of a successful small business, including best practices for operations and procedures.
2. Identify legal requirements for starting a new business.

**Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain and evaluate a business idea
2. Develop a business concept
3. Recognize potential business opportunities
4. List the legal requirements for a new business
5. Identify the components of a successful small business

**Topics and Scope:**

- I. Preparing for Success
  - A. Personal traits of successful business owners
  - B. Risks and rewards of business ownership
  - C. Personal and business goals
  - D. Keys to business success
  - E. Stress management
- II. Researching Business Ideas
  - A. Origin of business ideas
  - B. Manufacturing, service, and retail businesses
  - C. Evaluating a business idea
  - D. Finding a business niche
  - E. Establishing a target audience

### III. Business Planning

- A. The importance of planning
- B. Performing a feasibility study
- C. Contingency planning
- D. Overview of the business plan
- E. Legal requirements for starting a business

#### Assignment:

Group exercises, handouts, presentations, and projects covering the following:

- 1. Business skills identification
- 2. Establishing personal and business goals
- 3. Time management exercise
- 4. Choosing a business
- 5. Risks and rewards
- 6. Customer profile
- 7. Business goals and objectives
- 8. Mission statement
- 9. Business description
- 10. Contingency planning
- 11. Business ownership activity
- 12. Business fees, permits, and taxes

#### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Group exercises, handouts, presentations, and projects

Skill Demonstrations  
65 - 100%

**Exams:** All forms of formal testing, other than skill performance exams.

None

Exams  
0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and Participation

Other Category  
0 - 35%

**Representative Textbooks and Materials:**  
Instructor and department prepared materials