

**BMG 85.2 Course Outline as of Fall 1997****CATALOG INFORMATION**

Dept and Nbr: BMG 85.2      Title: SMALL BUS START-UP  
 Full Title: Procedures for Starting a Small Business  
 Last Reviewed: 5/3/2010

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	3.00	9	Lecture Scheduled	27.00
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	27.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 54.00

Total Student Learning Hours: 81.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMG 85B

**Catalog Description:**

This course attempts to help the student in making the right decisions prior to committing oneself to opening a small business. Should you buy an existing business or start from scratch? Is franchising a viable alternative? What form of ownership is best for your business? Consideration of local licensing and zoning laws. Insurance and potential risks. The lease; some preliminary considerations. Image development.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Preparation for starting a small business. Considerations prior to committing oneself to opening a small business. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **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>	Transferable	Effective: Fall 1983	Inactive: Fall 2016
<b>UC Transfer:</b>		Effective:	Inactive:

### **CID:**

#### **Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Students will understand the advantages and disadvantages of:

1. buying an existing business;
2. starting a new business from scratch;
3. entering into a franchise agreement;

Students will have a basic understanding of the forms of ownership:

1. sole proprietorship;
2. partnerships;
3. corporations;

Students will understand local legal procedures.

Students will understand insurance needs and potential risks.

Students will understand the importance of image development.

### **Topics and Scope:**

1. Buying versus starting a new business.
2. Franchising as an alternative.
3. Forms of ownership - (advantages -- disadvantages) - basic concerns.  
relating to:
  1. Liability
  2. Control
  3. Capital needs
  4. Taxes

Business image - what is it?

Licensing and permit procedures - local, state, federal.

Insurance and potential risk.

### **Assignment:**

Written report.

### 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.

Written homework, Essay exams

Writing  
10 - 70%

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

Exams, WRITTEN REPORT

Problem solving  
10 - 40%

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

None

Skill Demonstrations  
0 - 0%

**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.

Other Category  
0 - 10%

### Representative Textbooks and Materials:

SMALL BUSINESS MANAGEMENT, Nicholas C. Siropolis, Houghton/Mifflin, 5th Edition, 1994.