

CATALOG INFORMATION

Dept and Nbr: BMG 85.12      Title: ENTREPRENEURSHIP  
Full Title: Small Business Entrepreneurship  
Last Reviewed: 5/2/2011

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0.50	Lecture Scheduled	0.50	17.5	Lecture Scheduled	8.75
Minimum	0.50	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	0.50		Contact Total	8.75
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 17.50

Total Student Learning Hours: 26.25

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 88.8

**Catalog Description:**  
This course explores the personal and technical skills necessary to become a successful entrepreneur for a home-based business or company. Learn how to analyze the requirements for success and how to assess risks and rewards. Examine legal considerations and entrepreneurial resources. Review action plans for various businesses.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course explores the personal and technical skills necessary to become a successful entrepreneur for a home-based business or company. Learn how to analyze the requirements for success and how to assess risks and rewards. Examine legal considerations and entrepreneurial resources. Review action plans for various businesses. (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 1997	Inactive: Spring 2017
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Determine traits traditionally associated with entrepreneurial success.
2. Evaluate the strengths and weaknesses as they relate to an entrepreneurial venture.
3. Analyze and evaluate potential business opportunities.
4. Examine the legal considerations of new ventures.
5. Select appropriate entrepreneurial resources for a specific enterprise.
6. Prepare a procedural action plan for a specific business.

### **Topics and Scope:**

1. Traits associated with entrepreneurial success
2. Starting an independent business
  - a. Advantages
  - b. Disadvantages
3. Legal considerations of new ventures
4. Step-by-step business procedures
  - a. Starting
  - b. Operating
  - c. Growing and sustaining
5. Entrepreneurial resource options
6. Financial plan
  - a. Development
  - b. Analysis
  - c. Implementation
7. Case studies of various types of businesses
  - a. Manufacturing
  - b. Retail

- c. Professional services
- d. Project management
- e. Internet-based business

### Assignment:

1. Analyze case studies
2. Participate in experiential exercises
3. Develop a brief action plan for a specific business

### 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.

Action plan	Writing 20 - 30%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Analyze case studies	Problem solving 30 - 40%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Experiential exercises	Skill Demonstrations 40 - 50%
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**Exams:** All forms of formal testing, other than skill performance exams.

None	Exams 0 - 0%
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**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 0 - 10%
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### Representative Textbooks and Materials:

Instructor prepared materials