

BMG 85.2 Course Outline as of Fall 2016

CATALOG INFORMATION

Dept and Nbr: BMG 85.2            Title: STARTING SMALL BUSINESS  
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	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

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 is an introductory course for starting a business. Evaluate a business idea by researching the industry and completing a feasibility analysis. This course is ideal for someone thinking of opening a new business. Topics include possible franchise opportunities, buying a business, family owned businesses, local licensing and zoning laws, insurance, basic financial principles, intellectual properties, legal entities, naming a business, and forming a management team.

**Prerequisites/Corequisites:**

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

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This is an introductory course for starting a business. Evaluate a business idea by researching the industry and completing a feasibility analysis. This course is ideal for someone thinking of opening a new business. Topics include possible franchise opportunities, buying a business, family owned businesses, local licensing and zoning laws, insurance, basic financial

principles, intellectual properties, legal entities, naming a business, and forming a management team. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

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:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

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

1. Evaluate buying an existing business.
2. Describe the start of a new business from inception.
3. Analyze and determine benefits of purchasing a franchise agreement.
4. Choose and describe forms of ownership.
5. Apply risk analysis methodology for insurance protection; i.e., liability.
6. Investigate commercial lending opportunities; i.e., SBA (Small Business Administration) loans.
7. Evaluate potential revenue and anticipated business costs to measure future profitability.
8. Develop a plan to form a management team.
9. Research and analyze industry and market opportunities.
10. Choose intellectual property protection for a small business.
11. Create financial proposals for business startups and how to grow the business.
12. Develop and write a feasibility study based a business idea.

### **Topics and Scope:**

1. Starting a new business
  - a. Buying an existing business
  - b. New business from inception
  - c. Purchasing a franchise
  - d. Inheriting a family-owned business
2. Choosing and understanding forms of ownership
  - a. Sole proprietorship

- b. Partnerships
  - c. Corporations including S-Corp, C-Corp, and LLCs (Limited Liability Company)
- 3. Risk analysis methodology
  - a. Insurance protection to weigh risks
  - b. Tax implications
  - c. Liability responsibilities
  - d. Licensing and permit procedures -- local, state, federal
- 4. Commercial funding
  - a. SBA (Small Business Administration) loans
  - b. Equity investments
  - c. Venture capital
  - d. Bank funding
  - e. Promissory notes
- 5. Management teams
- 6. Industry and market opportunities.
  - a. Advertising standards in the industry
  - b. Public relations methods
  - c. Naming a business to establish identity in the marketplace
- 7. Intellectual property protection for a small business
  - a. Patents
  - b. Trademark
  - c. Copyright
  - d. Trade secret
- 8. Financial proposals using profit/loss statements and balance sheets
  - a. For start-up businesses
  - b. Franchises
  - c. Buying existing businesses including "due diligence"
  - d. Succession planning for family-owned business
- 9. Feasibility analysis based on a business idea

### **Assignment:**

- 1. Written feasibility analysis
- 2. Weekly written homework
- 3. Reading of approximately 250 pages in textbook
- 4. Completion of financial forms
- 5. Final exam
- 6. Lecture questions and answers or online discussion

### **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.

Weekly written homework, feasibility analysis
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Writing 10 - 40%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Written feasibility analysis	Problem solving 10 - 40%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
None	Skill Demonstrations 0 - 0%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
Final exam	Exams 10 - 25%
<b>Other:</b> Includes any assessment tools that do not logically fit into the above categories.	
Attendance and discussion participation	Other Category 10 - 25%

**Representative Textbooks and Materials:**

How to Write a Business Plan, by Michael McKeever, Nolo Press, 2009.  
The Small Business Start-up Kit for California, by Pakroo, Nolo Press, 2009.