

**ADLTED 751 Course Outline as of Fall 2017****CATALOG INFORMATION**

Dept and Nbr: ADLTED 751 Title: STARTING SMALL BUSINESS

Full Title: How to Start A Small Business

Last Reviewed: 2/27/2017

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	6	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	6	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 18.00

Title 5 Category: Non-Credit

Grading: Non-Credit Course

Repeatability: 27 - Exempt From Repeat Provisions

Also Listed As:

Formerly:

**Catalog Description:**

This course is an overview of knowledge, skills, and requirements needed 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: This course is an overview of knowledge, skills, and requirements needed 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:**

**AS Degree:**      **Area**      Effective:      Inactive:

**CSU GE:**      **Transfer Area**      Effective:      Inactive:

**IGETC:**      **Transfer Area**      Effective:      Inactive:

**CSU Transfer:**      Effective:      Inactive:

**UC Transfer:**      Effective:      Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Student Learning Outcomes:**

Upon completion of the course, students will 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:**

Upon completion of the course, students will 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, and oral presentations 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.

Group exercises and handouts

Problem solving  
60 - 70%

**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 and Participation: Oral presentations

Other Category  
30 - 40%

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