

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	8.00	2	Lecture Scheduled	16.00
Minimum	0.50	Lab Scheduled	0	1	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	8.00		Contact Total	16.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 32.00

Total Student Learning Hours: 48.00

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 88.8

**Catalog Description:**  
This course will explore the personal and technical skills necessary to become a successful entrepreneur. 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:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course will explore the personal and technical skills necessary to become a successful entrepreneur. 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:  
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:**

The student will learn:

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:**

The instructor will:

1. Present traits associated with entrepreneurial success.
2. Discuss the advantages and disadvantages of starting an independent business.
3. Explore the legal considerations of new ventures.
4. Present the step-by-step procedure for starting and operating a business.
5. Distribute and evaluate entrepreneurial resource options.
6. Explore the role and importance of a financial plan.
7. Present examples of action plans for specific types of businesses.

**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%

**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%

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

Class performances, Experiential Exercises

Skill Demonstrations  
40 - 50%

**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.

None

Other Category  
0 - 0%

### Representative Textbooks and Materials:

Instructor will provide current materials which reflect up-to-date business practice.