

**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