

ADLTED 751 Course Outline as of Fall 2022**CATALOG INFORMATION**

Dept and Nbr: ADLTED 751 Title: STARTING SMALL BUSINESS

Full Title: How to Start a Small Business

Last Reviewed: 2/7/2022

| Units | | Course Hours per Week | | Nbr of Weeks | Course Hours Total | |
|---------|---|-----------------------|------|--------------|--------------------|-------|
| Maximum | 0 | Lecture Scheduled | 0 | 12 | Lecture Scheduled | 0 |
| Minimum | 0 | Lab Scheduled | 2.00 | 6 | Lab Scheduled | 24.00 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 2.00 | | Contact Total | 24.00 |
| | | Non-contact DHR | 0 | | Non-contact DHR | 0 |

Total Out of Class Hours: 0.00

Total Student Learning Hours: 24.00

Title 5 Category: Non-Credit

Grading: Non-Credit Course

Repeatability: 27 - Exempt From Repeat Provisions

Also Listed As:

Formerly:

Catalog Description:

In this first course in a 3-course series, students will build knowledge and skills, and learn the requirements 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: In this first course in a 3-course series, students will build knowledge and skills, and learn the requirements 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:

At the conclusion of this course, the student should 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:

At the conclusion of this course, the student should 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, presentations, and projects 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.

None

Problem solving
0 - 0%

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

Group exercises, handouts, presentations, and projects

Skill Demonstrations
65 - 100%

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

Other Category
0 - 35%

Representative Textbooks and Materials:
Instructor and department prepared materials