

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