

## BUSAD158 : Run Your Own Business

### General Information

Author:	<ul style="list-style-type: none"><li>Sophia Possidon</li></ul>
Attachments:	DE Addendum_BUSAD_158 COR_09_01_2020 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD158
Course Title (CB02) :	Run Your Own Business
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0506.40) Small Business and Entrepreneurship
CIP Code:	(52.0703) Small Business Administration/Management.
SAM Code (CB09) :	Advanced Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590059
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 158 covers the process of planning, organizing, and managing a small business. Topics include developing a business plan, forming and marketing a small business, legal aspects of business ownership, accounting, budgeting, financing, and risk management. The skills taught in this course help individuals start new ventures as well as aid existing business owners to plan their growth. Note: this course may not be taken for credit by student who have completed ENTRE 103.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Business</li></ul>
Alternate Discipline:	<ul style="list-style-type: none"><li>Small Business Development (Entrepreneurship)</li></ul>
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

## Units and Hours

### Summary

**Minimum Credit Units (CB07)** 3

**Maximum Credit Units (CB06)** 3

**Total Course In-Class (Contact) Hours** 54

**Total Course Out-of-Class Hours** 108

**Total Student Learning Hours** 162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0

**Total** 54

**Course Out-of-Class Hours**

Lecture	108
Laboratory	0
Studio	0
<b>Total</b>	<b>108</b>

**Time Commitment Notes for Students**

No value

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

**Advisory**

BUSAD101 - Introduction To Business (in-development)

**Objectives**

- Cite the various ways the U.S. government affects, restricts, and protects business.
- Compare and contrast the advantages/disadvantages in each form of business ownership.
- Define business ethics and explain the role of social responsibility in an organization.
- Compare and contrast the primary economic systems.
- Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
- Define and describe the key management functions of planning organizing, leading, and controlling.
- Identify current production & operations processes. Address sustainability.
- Identify key human resource management functions and laws.
- Identify the marketing mix and key tools, terms and strategies related to each element.
- Describe and identify how technology impacts all the primary functions of business.
- Evaluate the basic components of financial statements and ratio analysis.
- Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.
- Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
- Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
- Summarize the components of risk management and basic insurance.
- Differentiate the different forms of ownership.

**Entry Standards**

Entry Standards

## Course Limitations

Cross Listed or Equivalent Course

ENTRE 103 Run Your Own Business

## Specifications

### Methods of Instruction

Methods of Instruction                      Lecture

Methods of Instruction                      Multimedia

Methods of Instruction                      Guest Speakers

Methods of Instruction                      Collaborative Learning

Methods of Instruction                      Discussion

### Out of Class Assignments

- Business plan (e.g. assignments on the purpose of a business plan, business plan content and formatting of business plans)
- Business cases (e.g. assignments and case scenario analysis on the various business startup possibilities)

### Methods of Evaluation

### Rationale

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examinations

Exam/Quiz/Test

Final examination

### Textbook Rationale

Textbook covers current business practices germane to the course topic.

### Textbooks

Author	Title	Publisher	Date	ISBN
Hatten, Timothy	Small Business Management 7e	Los Angeles SAGE	2020	9781544330860

## Other Instructional Materials (i.e. OER, handouts)

No Value

## Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

Describe the different types of business organizations.

Create a business plan.

Discuss the management, financial, marketing, and legal skills necessary to operate a small business.

### SLOs

**Identify and assess the issues in managing Operations and Human Resources in running a Small Business.** Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Entrepreneurship/Small Business	Understand and apply the business skills necessary to start or manage a successful small business.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> International Business - A.S. Degree Major	Understand and critically evaluate problems associated with marketing products in other countries.

**Explain the issues and risks in planning, implementing, and running a small business.**

Expected Outcome Performance: 70.0

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<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
	Recognize and develop an appreciation for customer need.
	Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

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<i>BUSAD</i> International Business - A.S. Degree Major	Understand and critically evaluate problems associated with marketing products in other countries.
<b>Explain the role of the Marketing Mix in business - Product, Price, Promotion, and Distribution.</b> <span style="float: right;">Expected Outcome Performance: 70.0</span>	
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## Course Content

### Lecture Content

#### **Introduction and Overview of Small Business Management (5 hours)**

#### **Entrepreneur-Manager Relationship (5 hours)**

- Forms of business organization
- Ethics
- Social responsibility

#### **Development of a Business Plan (6 hours)**

- Purpose of a business plan
- Business plan content and format

#### **Types of Business Start-up Possibilities (6 hours)**

- Franchises
- Purchasing an existing business
- Starting a business

#### **Financial Management (7 hours)**

- Accounting terminology
- Financial statements
- Start-up capital requirements
- Raising capital

**Legal Considerations (6 hours)**

- Understanding contracts
- Intellectual property
- Bankruptcy

**Marketing (8 hours)**

- Product, price promotion, and distribution
- Market research

**Managing Business Operations (6 hours)**

- Operations management
- Human resource management
- Managing growth

**International Business (5 hours)**

- Importing and exporting
- Cultural challenges

**Total hours: 54**

**Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

**Resources**

Did you contact your departmental library liaison?

Yes

If yes, who is your departmental library liason?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

**Were there any DEIA changes made to this outline?**

Yes

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

No Value

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value