

ENTRE101 : Create Your Own Business

General Information

Author:	<ul style="list-style-type: none">Sophia PossidonZakaria, Marisa
Course Code (CB01) :	ENTRE101
Course Title (CB02) :	Create Your Own Business
Department:	ENTRE
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0506.40) Small Business and Entrepreneurship
CIP Code:	(52.0703) Small Business Administration/Management.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590154
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:	ENTRE 101 explains the role of entrepreneurial businesses in the United States and the impact on our national and global economy. The course evaluates the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, ENTRE 101 reviews the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Small Business Development (Entrepreneurship)
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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)	2
Maximum Credit Units (CB06)	2
Total Course In-Class (Contact) Hours	36
Total Course Out-of-Class Hours	72
Total Student Learning Hours	108

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	2	4
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	0
Studio	0
Total	36
Course Out-of-Class Hours	
Lecture	72
Laboratory	0
Studio	0
Total	72

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

ENGL101+ - Introduction to College Reading and Composition

OR

Advisory

ESL151 - Reading And Composition V

Objectives

- Read and critically analyze various academic readings.
 - Organize fully-developed essays in both expository and argumentative modes.
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Entry Standards

Entry Standards

Read, analyze, and evaluate student compositions for unity, development, use of evidence, interpretation, coherence, and variety of sentence form.

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Guest Speakers

Methods of Instruction Multimedia

Methods of Instruction Demonstrations

Out of Class Assignments

- Presentation of potential entrepreneurial venture including the written outline of the presentation

Methods of Evaluation

Rationale

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examination (multiple choice, fill-in)

Exam/Quiz/Test

Final examination (multiple choice, fill-in, short essay)

Textbook Rationale

Instructor Materials

Textbooks

Author	Title	Publisher	Date	ISBN
No Value	No Value	No Value	No Value	No Value

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

No Value

Materials Fee

Learning Outcomes and Objectives

Course Objectives

Identify and explain the issues driving the growth of entrepreneurship.

Identify advantages and disadvantages of each form of business ownership.

SLOs

Identify and evaluate the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, and becoming a franchisee. 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.
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	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.
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<i>KIN</i> Fitness Specialist - Certificate	demonstrate knowledge, skills and abilities required for the NASM-CPT and AFAA-GFI exams
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Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial business venture. Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	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.
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<i>KIN</i> Fitness Specialist - Certificate	demonstrate knowledge, skills and abilities required for the NASM-CPT and AFAA-GFI exams
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Identify methods entrepreneurs utilize to continually improve their product or service. Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	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.
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<i>KIN</i> Fitness Specialist - Certificate	demonstrate knowledge, skills and abilities required for the NASM-CPT and AFAA-GFI exams
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Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Entrepreneurship Today (9 hours)

- Role of the entrepreneur
- Important role small businesses play in the nation's economy
- Entrepreneurial profiles
- Issues driving the growth of entrepreneurship

How Entrepreneurs Move Ideas to Reality (9 hours)

- Creativity and innovation
- Continual analysis, adaptation, and improvements
- Product or service improvements
- The strategies of operating an entrepreneurial project

Strategic Marketing and Management for the Entrepreneur (9 hours)

- Importance of strategic marketing and management
- Competitive advantage creation in the marketplace
- Effective financial management in developing, growing, and sustaining a business venture
- Legal skills in the successful operation of an entrepreneurial business
- Opportunity and impact of technology to entrepreneurial business ventures
- Global issues and opportunities for entrepreneurial projects

Forms of Business Ownership (9 hours)

- Sole proprietorship, a partnership, a corporation, and a franchise
- Advantages and disadvantages of each form of business ownership
- Advantages and disadvantages of buying an existing entrepreneurship

Total Hours: 36

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?

No

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

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