

## ENTRE103 : Run Your Own Business

### General Information

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Course Code (CB01) :	ENTRE103
Course Title (CB02) :	Run Your Own Business
Department:	ENTRE
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) :	CCC000626191
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 103 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 will 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 students who have completed BUSAD 158.
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>Small Business Development (Entrepreneurship)</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

### Course Development

Basic Skill Status (CB08) Course is not a basic skills course.	Course Special Class Status (CB13) Course is not a special class.	Grading Basis <ul style="list-style-type: none"><li>Grade with Pass / No-Pass Option</li></ul>
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Pre-Collegiate Level (CB21) Not applicable.	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

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	54
<b>Total Course Out-of-Class Hours</b>	108
<b>Total Student Learning Hours</b>	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>	54
<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0
<b>Total</b>	54
<b>Course Out-of-Class Hours</b>	
Lecture	108
Laboratory	0
Studio	0
<b>Total</b>	108

## 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

- Compare and contrast the advantages/disadvantages in each form of business ownership.

## Entry Standards

Entry Standards

## Course Limitations

Cross Listed or Equivalent Course

BUSAD 158 - Run Your Own Business

## Specifications

Methods of Instruction

Methods of Instruction

Collaborative Learning

Methods of Instruction

Guest Speakers

Methods of Instruction

Multimedia

**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

Final examination

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examinations

**Textbook Rationale**

No Value

**Textbooks****Author****Title****Publisher****Date****ISBN**

Hatten, Timothy

Small Business Management  
7e

SAGE Publications

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

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;  
Core cultivate creativity that leads to innovative ideas.

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.

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

Expected Outcome Performance: 70.0

ILOs Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal  
Core contexts within or across multiple modes of communication.

ILOs

**Explain the role of the Marketing Mix in business - Product, Price, Promotion, and Distribution.**

Expected Outcome Performance: 70.0

ILOs Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal  
Core contexts within or across multiple modes of communication.

ILOs

## 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

**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?

No

If yes, who is your departmental library liason?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

Yes

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