

ENTRE104 : Launch Your Own Business

General Information

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Attachments:	ENTRE 104 5 2024 (1).docx
Course Code (CB01) :	ENTRE104
Course Title (CB02) :	Launch 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) :	CCC000646444
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	Pending
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	ENTRE 104 is a hands-on course where students learn action steps to launch a business. It's perfect for students who know about business and want to protect their ideas. In this class, students address real-world problems in the local community and find business opportunities related to their ideas and services. The curriculum centers on three key inclusive innovation topics: 1) working with local partners to launch new product(s), 2) creating ideas and prototypes, and 3) protecting students' ideas and licensing.
Justification:	New Course
Academic Career:	<ul style="list-style-type: none">Credit
Author:	

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
Alternate Discipline:	No value
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

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

Total 54

Course Out-of-Class Hours

Lecture	108
Laboratory	0
Studio	0
Total	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

ENTRE101 - Create Your Own Business

Objectives

- Identify and explain the issues driving the growth of entrepreneurship.
- Identify advantages and disadvantages of each form of business ownership.

AND

Advisory

ENTRE102 - Grow Your Own Business

Objectives

- Analyze circumstances, skills, and strategies that yield entrepreneurial success.
- Establish individual goals to develop personal entrepreneurial skills.
- Implement basic financial literacy skills.
- Explain the value of a successful community and its resources to the growing entrepreneur.

AND

Advisory

ENTRE103 - Run Your Own Business

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.

OR

Advisory

BUSAD158 - Run Your Own Business

Objectives

- Describe the different types of business organizations.

preferences, market trends, and potential competitors. This hands-on approach allows students to gain firsthand knowledge of the market landscape, informing their decision-making process when developing their own innovative products or services. By researching existing offerings, students can refine their ideas and create offerings that stand out in the market.

- **Other Assignments as Deemed Relevant by the Instructor:** In addition to the core components, ENTRE 104 may include various assignments tailored to the specific needs of the class and the instructor's expertise. These assignments could encompass case studies, guest speaker reflections, or creative exercises aimed at enhancing students' entrepreneurial skills. The instructor may introduce assignments that delve into topics such as branding, marketing strategies, or financial management, providing students with a well-rounded understanding of the entrepreneurial process. These additional assignments aim to challenge students, foster critical thinking, and deepen their knowledge of entrepreneurship.

Methods of Evaluation

Rationale

Project/Portfolio

Final Project

Presentation (group or individual)

Presentations

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)

Description

Optional Resources for Instructors

Author

Various

Citation

See below.

Online Resource(s)

Optional Resources:

- o Disciplined Entrepreneurship Workbook. Bill Aulet o Jim Brenner: OER text-
<https://fit.instructure.com/courses/629658/>
- o Norman's The Design of Everyday Things
- o Vaclav Smil's Invention and Innovation
- o Innovating The Doers Manifesto by Luis Perez-Breva
- o Sprint by Jake Knapp
- o Product Development by Ulrich, Eppinger and Yang (Maria!)
- o Group Genius by Sawyer
- o How to Fly a Horse by Ashton

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Work with others to identify, analyze, and resolve challenges that can be solved through new products or service.

Protect intellectual property through licensing.

Describe how to generate revenue through licensing and/or the creation of a new business.

Define key terms related to entrepreneurship, intellectual property, and business planning.

Identify different types of intellectual property protection (patents, trademarks, copyrights).

Assess the potential success and risks associated with a proposed business idea.

Integrate feedback from local partners and potential customers into product/service development.

Analyze potential business opportunities by evaluating market trends, competition, and customer needs.

SLOs

Create a prototype of a product or service to solve a local community challenge.

Expected Outcome Performance: 70.0

Describe how to create and submit a complete and accurate application for intellectual property rights registration to the US Patent Office.

Expected Outcome Performance: 70.0

Develop a detailed plan for implementing a revenue generation strategy, outlining specific steps, timelines, and key performance indicators (KPIs) for success.

Expected Outcome Performance: 70.0

Course Content

Lecture Content

Problem Finding and Customer Discovery (8 hours)

- Identify problems faced by people in the community (stakeholders)
- Define stakeholders' needs and dimensions of the challenge
- Learn from stakeholders and users through immersive, empathy-driven fieldwork, including experience with research protocols and informant interviews.
- Analyze data from interviews.

Solution Exploration and Design Processes (28 hours)

- Conduct additional research to inform the design of a new product.
- Build an inspiration-level prototype that is responsive to stakeholder needs.
- Analyze feedback and improve the final prototype.
- Students will be introduced to provisional patents and other types of intellectual property protection.

Intellectual Property Protection and Modeling Your Business (6 hours)

- Students will research provisional patents or other types of intellectual property protection.
- Intellectual property considerations for ethnic and neurodiverse entrepreneurs.
- Develop the business case.
- Showcase results and obtain feedback.

Funding and Financial Resources (4 hours)

- Grants, loans, and funding opportunities for minority-owned businesses.
- Navigating financial institutions and investors with diversity, equity, inclusion and accessibility (DEIA) awareness.
- Financial literacy and management tailored for entrepreneurs and business owners with disabilities and/or from minority populations.
- Small Business Administration (SBA) loan programs specifically designed to help minority-owned and women-owned businesses.

Revenue Generation Spectrum (8 hours)

- Local Market Sales Tactics.
- Collaborative Partnerships with Local Businesses.
- Subscription Service for Local Products/Services.
- Online Store Development and Ecommerce topics.
- Pop-Up Event Revenue Strategies.
- Local Franchise Opportunities.
- Product Bundle Offerings for Value.
- Crowdfunding for Small Business Launch.
- Cause-Related Marketing Campaigns.
- Diversifying Product Offerings for Growth.

.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 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)

- Remodeled Facilities (e.g. lab space, specialized classroom, ect.)

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

If and when the new makers space is established (See Ryan Corner) this class could be enhanced by allowing (not requiring) students to have access to those facilities.