

# ALTW 230: INTRODUCTION TO VOCATIONAL MICRO-BUSINESS

## Foothill College Course Outline of Record

Heading	Value
<b>Units:</b>	2
<b>Hours:</b>	2 lecture per week (24 total per quarter)
<b>Degree &amp; Credit Status:</b>	Non-Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	None
<b>Grade Type:</b>	Letter Grade Only
<b>Repeatability:</b>	May be taken three times for credit

## Student Learning Outcomes

- The student will be able to decide what type of micro business they would like to create
- The student will learn how to conduct basic accounting practices, i.e. keeping track of cash flow, sales, expenses etc.
- The student will learn how to market and advertise their micro business by creating flyers and posting on social media

## Description

Introduction to functions of micro-businesses for entrepreneurs with disabilities. Creating, managing and profiting from a micro-business. Finding and seeking funding sources including grants, micro loans and private sources. Establishing and implementing a marketing plan. Basic day-to-day accounting and book-keeping for a micro-business. Challenges and opportunities for entrepreneurs with disabilities.

## Course Objectives

The student will be able to:

- Create a basic business plan for their micro-business
- Learn techniques for recording cash sales and expenses using Microsoft Excel or Google Sheets
- Connect with potential customers through online (e.g., social media marketing) and/or in-person advertising (e.g. local chamber of commerce, creating flyers, attending community events)
- Demonstrate appropriate knowledge of administrative aspects of micro-business entrepreneurship, such as ADA legislation, liability, business licensure, etc.
- Learn techniques for developing relationships with other micro-business owners in the community in order to receive advice and mentorship
- Learn techniques for seeking out grants or small loans for their micro-businesses and develop a crowd-funding website online (e.g., GoFundMe)

## Course Content

- Types of Micro-Businesses
  - Virtual Location (e.g., e-commerce, online)
  - Physical Location (e.g., store, office)
  - Combination of Virtual and Physical Location

B. Utilizing Computer Programs or Online Resources

- Microsoft Office (Excel and Word)
- Web Browser (Chrome, Firefox, Safari, or Internet Explorer)
- Email

C. Attention to Detail

- Tracking the Costs of Each Expense and the Profits of Each Sale
- Time Management

D. Setting Aside an Appropriate Amount of Time to Work on Business Outside of Class

## Lab Content

Not applicable.

## Special Facilities and/or Equipment

- Accessible Classroom
- Internet Access

## Method(s) of Evaluation

- Class Participation
- Examinations/Tests/Quizzes
- Assignments and Projects
- Oral Presentations

## Method(s) of Instruction

Lecture, discussion, cooperative learning exercises, demonstrations, guest speakers.

## Representative Text(s) and Other Materials

Griffin, Hammis, Keeton, and Sullivan. [Making Self-Employment Work for People with Disabilities](#). 2nd ed. Baltimore, MD: Brookes Publishing, 2014.

## Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

A. Writing Assignments:

- Journals regarding business plans
- Sample budget forms
- Creating marketing/flyers for business

## Discipline(s)

Small Business Development, Developmental Disabilities: DSPTS