

BUSI 95: ENTREPRENEURSHIP-THE BUSINESS PLAN

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Advisory:	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate appropriate use of business terms and concepts in their business plans.
- Students will critically analyze, evaluate and interpret information by integrating business knowledge in problem-solving and decision-making processes in their business plans.
- Students will demonstrate their business knowledge and critical thinking in creating their business plans and presentations.

Description

This course focuses on the business plan as a necessary component of starting a small business. The course discusses the phases and components in the development of the business plan, including determining actual content, reviewing examples, creating a comprehensive plan, and pitching to potential investors.

Course Objectives

The student will be able to:

- Identify and understand the characteristics of entrepreneurs.
- Describe the problems involved in starting a small business and potential solutions.
- Develop or enhance an existing business plan.
- Market and pitch the business venture to target customers and other stakeholders, including potential investors.
- Understand competitive economic and sociological environments.

Course Content

- The course provides information about the entrepreneurial strategic process and the skills an entrepreneur needs for real-world business practices.
- The course contains units of instruction covering the following areas:
 - Financing, policies and procedures
 - Organization and management

- Advertising and promotion
- Problems of administrative planning, management, control, finance, case problems, model-buildings and simulated games information
- Emphasis on the preparation and presentation/pitching of a business plan to the class for their final grade

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught as an online distance section, students and faculty need ongoing and continuous Internet and email access. Students will also be expected to obtain access to additional information on the web, online tutorials and supplementary websites, such as Pearson's MyLabs.

Method(s) of Evaluation

- Class discussions
- Written critical analysis of text, handouts (newspaper and periodical publishing) and case studies
- Oral reports, individual and group projects
- Quizzes, mid-term and final
- Term project: business plan and presentation
- Extensive project in an area of special interest to students

Method(s) of Instruction

Lecture, discussion, cooperative learning exercises, field work, oral presentations, electronic discussions/chat, demonstration. The primary method of delivery is lecture combined with demonstrations and guest lectures.

Representative Text(s) and Other Materials

Meggison, Leon C., Mary Jane Byrd, and William L. Meggison. Small Business Management: An Entrepreneur's Guidebook. 7th ed. Boston, MA: McGraw-Hill, 2012.

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

- Reading Assignments: Weekly reading assignments from text and outside sources ranging from 50 to 100 pages per week.

Discipline(s)

Business