

BUSI 96: ENTREPRENEURSHIP- STARTING & MANAGING A SMALL BUSINESS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	3
Hours:	3 lecture per week (36 total per quarter)
Advisory:	BUSI 95; 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

- Demonstrate application of entrepreneurial skills to a real-world business situation through the evaluation of entrepreneurial opportunities, assessment of business risks, and preparation of a business plan (including market analysis and financial statements)
- Demonstrate critical thinking and analytical skills using entrepreneurial frameworks for planning and launching a successful entrepreneurial venture, including idea generation, feasibility analysis, market analysis and planning, financial planning and other aspects of business planning.

Description

Hands-on course introducing the broad range of skills needed to start-up and maintain a small business, an intrapreneurial venture, or a social entrepreneurship project. In this course, students begin with a well-planned business concept (business plan or business model) and apply fundamental entrepreneurial techniques to successfully initiate their business, and ultimately identify critical actions required to succeed. Areas of discussion will include legal, financial, marketing, operational, personnel, with a specific focus on bringing students' business plans to life.

Course Objectives

The student will be able to:

1. Compare and contrast entrepreneurship, intrapreneurship, and social entrepreneurship, as well as describe the "entrepreneurship mind-set."
2. Identify the key components of a business plan or business model.
3. Define a business opportunity in a small business setting, including fundamental steps required to starting the opportunity.

4. Assess risks, problems and rewards associated with the business opportunity.
5. Transform a business plan into action items and implementable strategies (legal, regulatory, financial, marketing, management, operational).

Course Content

1. Fundamentals of Entrepreneurship
 - a. Characteristics of an Entrepreneur
 - b. Distinguishing Traits of Entrepreneurship, Intrapreneurship, and Social Entrepreneurship
 - c. What is the "Entrepreneurship Mindset"
 - d. How to Identify Business Ideas
 - e. Turning Business Ideas into Business Opportunities
 - f. Business Plan Review
2. Preparing Your Business for Reality
 - a. Opportunity Analysis—is your business idea a valid business opportunity?
 - b. Feasibility Analysis—is your business opportunity feasible?
 - i. Market Viability
 - ii. Business Model Viability
 - iii. Revenue Viability
 - iv. Exit Strategy Viability
 - c. Building Blocks of a Successful Business
 - i. Executive Summary
 1. Elevator Pitch
 - ii. Company Information
 1. Mission Statement
 - iii. Marketing Strategy and Plan
 1. Competitive Analysis
 2. SWOT
 3. Target Segmentation
 - iv. Management and Operations
 1. Staffing
 - v. Financial Analysis and Projections
 1. Financial Forecasts
 2. Current Financing
 3. Breakeven Analysis
 - vi. Risk Analysis
 1. Risk Evaluation
 2. Risk Management Plan
 - vii. Legal Steps to Prepare Your Business
 1. Verifying Your Business Structure
 2. Identifying the Right Paperwork
 - viii. Evaluating Your Progress
 1. Creating a Managerial Dashboard
3. Test-Driving Your Business
 - a. Operational Steps to Launch Your Business

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Quiz

Written reports:

1. Business venture assessments (opportunity, feasibility, market, business model)
2. Business venture dashboard document
3. Business venture execution plan

Class discussion, participation, self-reflection

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture

Discussion

Oral presentations

Classroom critique

Demonstration

Guest lectures

Representative Text(s) and Other Materials

Mariotti and Glackin. [Entrepreneurship: Starting and Operating a Small Business, 5th ed.](#). 2019.

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

1. Textbook reading; relevant articles; case studies
2. Individual and team projects

Discipline(s)

Business