

BUSI 96: ENTREPRENEURSHIP- STARTING & MANAGING A SMALL BUSINESS

Foothill College Course Outline of Record

Heading	Value
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 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.
- 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)

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 class, 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:

- Compare and contrast Entrepreneurship, Intrapreneurship, and Social Entrepreneurship, as well as describe the "entrepreneurship mind-set."
- Identify the key components of a business plan or business model.
- Define a business opportunity in a small business setting, including fundamental steps required to starting the opportunity.
- Assess risks, problems and rewards associated with the business opportunity.

- Transform a business plan into action items and implementable strategies (legal, regulatory, financial, marketing, management, operational).

Course Content

- Fundamentals of Entrepreneurship
 - Characteristics of an Entrepreneur
 - Distinguishing traits of Entrepreneurship, Intrapreneurship, and Social Entrepreneurship
 - What is the "Entrepreneurship Mindset"
 - How To Identify Business Ideas
 - Turning Business Ideas into Business Opportunities
 - Business Plan Review
- Preparing your business for Reality
 - Opportunity Analysis – Is your business idea a valid business opportunity?
 - Feasibility Analysis – is your business opportunity feasible?
 - Market Viability
 - Business Model Viability
 - Revenue Viability
 - Exit Strategy Viability
 - Building Blocks of A Successful Business
 - Executive Summary
 - Elevator Pitch
 - Company Information
 - Mission Statement
 - Marketing Strategy and Plan
 - Competitive Analysis
 - SWOT
 - Target Segmentation
 - Management and Operations
 - Staffing
 - Financial Analysis and Projections
 - Financial Forecasts
 - Current Financing
 - Breakeven Analysis
 - Risk Analysis
 - Risk Evaluation
 - Risk Management Plan
 - Legal Steps to Prepare your Business
 - Verifying your Business Structure
 - Identifying the Right Paperwork
 - Evaluating your Progress
 - Creating a Managerial Dashboard
 - Test-Driving your Business
 - Operational Steps to Launch your Business

Lab Content

Not applicable.

Special Facilities and/or Equipment

None.

Method(s) of Evaluation

- Quiz
- Written Reports:
 - Business Venture Assessments (Opportunity, Feasibility, Market, Business Model)
 - Business Venture Dashboard Document
 - Business Venture Execution Plan

C. Class discussion, Participation, Self-Reflection

Method(s) of Instruction

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. 4th ed. Upper Saddle River, NJ: Prentice Hall, 2013.

Blank and Dorf. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Pescadero, CA: K&S Ranch Inc., 2015.

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

A. Textbook reading; relevant articles; case studies

B. Individual and team projects

Discipline(s)

Business