

# NCP 404B: UNDOCUMENTREPRENEURSHIP: DESIGN & DELIVER

## Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2023
Units:	0
Hours:	16 lecture per quarter (16 total per quarter)
Degree & Credit Status:	Non-Degree-Applicable Non-Credit Course
Foothill GE:	Non-GE
Transferable:	None
Grade Type:	Non-Credit Course (Receives no Grade)
Repeatability:	Unlimited Repeatability

## Description

This noncredit course focuses on supporting marginalized students, such as the undocumented student community, to design a marketing plan and deliver a business pitch, and entrepreneurship endeavors specific to the undocumented community. The course focuses on navigating the undocumented entrepreneurial landscape, building a road map with goals, mapping a career strategy, and learning about the financial literacy tools and resources (ICA, ITIN, LLC, Cooperatives, etc.) to start a business and implement a marketing and business plan. Students have the opportunity to interview guest entrepreneurs reflective of the community served to learn about effective business strategies, marketing tools, and lessons learned. The course is intended to provide support and resources primarily to, but not limited to, students from marginalized, immigrant communities, such as undocumented/AB 540/Dreamers, mixed-status families, and allies.

## Course Objectives

The student will be able to:

1. Design a roadmap to set goals and inform their business plan
2. Design a business playbook that is aligned with their business product
3. Identify the budget components and develop a budget
4. Identify and review financial resources to launch a business
5. Discuss strategies to create a network within the business industry
6. Utilize marketing tools to promote a business
7. Design a marketing plan
8. Design and deliver a business pitch

## Course Content

1. Design a roadmap to set goals and inform their business plan
  - a. Develop goals by designing a roadmap that is aligned with their skills, values, and strengths
  - b. Anticipate business challenges and propose solutions for each

2. Design a business playbook that is aligned with their business product
  - a. Identify resources and design business workflows and procedures for their business
  - b. Review state business licenses requirements
  - c. Document and deliver a business playbook to their peers for feedback
3. Identify the budget components and develop a budget
  - a. Anticipate and project expenses related to starting a business
  - b. Create a budget using the projected business expenses
4. Identify and review financial resources to launch a business
  - a. Identify and review an accounting system when starting a business and view Immigrants Rising's webinar on "Introduction to what an accounting system is" (<https://immigrantsrising.org/resource/accounting-financial-management-for-business-webinar/>)
  - b. Identify resources and support when filing taxes as an independent contractor
  - c. Discuss and review the difference between an ITIN and an IEN
  - d. Review Immigrants Rising's checklist (<https://immigrantsrising.org/wp-content/uploads/Immigrants-Rising-ITINs-EINs-and-Taxes-Guide.pdf>) when looking for a tax preparer
  - e. Review and understand what credit is and understand a credit report
5. Discuss strategies to build a network within the business industry
  - a. Identify the community and audiences the business product will serve
  - b. Deliver mock interviews with peers to prepare for informational interviews
  - c. Identify and select immigrant entrepreneurs, partners, and other small business owners from the community, and conduct informational interviews to develop a network
6. Utilize marketing tools to promote a business
  - a. Compare and contrast social media applications to help market the business
  - b. View Immigrants Rising's webinar on "How Social Media can Lead to Fundraising for Your Startup" (<https://immigrantsrising.org/resource/marketing-and-financing-webinar/>)
  - c. Create a social media account that is aligned with their business
7. Design a marketing plan
  - a. Review and use Immigrants Rising's "Create a Marketing Plan" worksheet
  - b. Identify strategies to promote their business
  - c. Deliver a marketing plan to peers for feedback
8. Design and deliver a business pitch
  - a. Identify the community or individual problem the business will help solve
  - b. Deliver their business pitch and practice selling the product to peers
  - c. Evaluate their business pitch using peer feedback

## Lab Content

Not applicable.

## **Special Facilities and/or Equipment**

Students must have access to a Zoom accessible device (e.g., computer) and access to the internet.

## **Method(s) of Evaluation**

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

Participation in class discussions, activities, individualized work, small group work, and teamwork

Writing assignments, journaling

Demonstration, role modeling, and practice

## **Method(s) of Instruction**

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

Lecture

Discussion

Demonstration

Group work

## **Representative Text(s) and Other Materials**

No course materials.

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

Example of reading material: Getting Access to Financial Capital for Yourself and Your Business (<https://immigrantsrising.org/resource/credit-and-financial-capital-guide/>)

## **Discipline(s)**

Vocational (short-term): Noncredit