

Reviewed by: D. Layne
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Text update: Fall 2019
Date reviewed: Fall 2019
C&GE approved: October 18, 2019
Board approved: November 13, 2019
Semester effective:

Business (BUSN) 2280 Entrepreneurship (3 Units) CSU

Advisory: Eligibility for English 1000 and Reading 1005, and Business 1050 or Business 1051 strongly recommended.

Hours and Unit Calculations:

Total Contact Hours: 48 hours lecture. 96 Outside of class hours. (144 Total Student Learning Hours) 3 Units

Catalog Description: In this course students are introduced to the processes used by creative innovators in business. It provides many concepts and skills needed to dream, research, visualize, plan, organize, and finance new businesses ideas or to improve existing businesses.

Type of Class/Course: Degree Credit

Text: Abrahms, R. *Entrepreneurship: A Real World Approach, 2nd ed.*, The Planning Shop, 2017

Additional Instructional Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. explain the characteristics of an entrepreneur,
2. research, evaluate, and develop business plans for new ventures and innovate existing ones,
3. use and analyze business strategies in customer development, sales, marketing, and finance,
4. develop business policies and practices focusing on leadership, management, operations, and law
5. design socially responsible and global growth opportunities for a business

Course Scope and Content:

Unit I Being an Entrepreneur

- A. Examining values, skills, and thinking typically found in entrepreneurs
- B. Finding business opportunities
- C. Performing basic business research
- D. Developing socially responsible entrepreneurship

Unit II Business Development

- A. Creating the business plan
- B. Selecting customers

- C. Constructing business strategies
- D. Financing the business or innovation
- E. Comparing marketing strategies
- F. Developing sales and distribution channels

Unit III Internal Operations

- A. Developing management and leadership for the business
- B. Exploring human resource options
- C. Establishing operating procedures and policies
- D. Utilizing technology in the new venture or innovation
- E. Reviewing possible legal issues and requirements

Unit IV Growing the Business

- A. Expanding a business locally
- B. Considering global development and expansion

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying class notes
2. Completing required reading
3. Writing responses, reflections, analysis, and evaluations
4. Answering questions
5. Solving problems presented in activities or exercises
6. Contributing to group projects

Methods of Instruction:

1. Lectures and discussions
2. Demonstrations and visual aids
4. Guest speakers
5. Role playing in business scenarios
6. Multimedia presentations
7. Group explorations

Methods of Evaluation:

1. Writing assignments, including:
 - a. written homework from chapters
 - b. group reports
 - c. chapter critical analysis reflections
 - d. case studies
 - e. survey responses and analysis
2. Skill demonstrations, including:
 - a. class performance

- b. performance exams
 - c. performance in business scenarios
 - d. role-playing and group activities
 - e. oral presentations and demonstrations
 - f. discussion responses
 - g. survey responses and analysis
 - h. creativity and innovation in business
3. Projects, including:
- a. multimedia presentations
 - b. business scenario responses
 - c. action plans
 - d. formal written reports
 - e. portfolio
 - f. community service projects
 - g. building new case studies
 - h. business plans
 - i. business innovation studies

Supplemental Data:

TOP Code:	0506.40 Small Business Entrepreneurship
SAM Priority Code:	B: Advanced Occupational
Distance Education:	N/A
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	1: Program applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program

Eligible for Credit by Exam:	E: Credit By Exam
Eligible for Pass/No Pass:	N/A
Taft College General Education:	NONE
Discipline:	Small Business Development