

Las Positas College  
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## Course Outline for BUSN 45

### ENTREPRENEURSHIP

Effective: Fall 2016

#### I. CATALOG DESCRIPTION:

BUSN 45 — ENTREPRENEURSHIP — 3.00 units

Explore the skills, aptitudes, and attitudes of individuals and teams engaged in entrepreneurial activities. Work with the various methods for recognizing business opportunities/ideas and develop selected portions of a business plan. Examine approaches to growing the business, and the mechanisms for operating a sound business.

3.00 Units Lecture

#### Grading Methods:

Letter or P/NP

#### Discipline:

	<u>MIN</u>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. Demonstrate the understanding of the entrepreneur life and the skills, motivation, and aptitude required for being a happy and successful entrepreneur.
- B. Evaluate ethical situations facing startups.
- C. Compare and contrast business ethics, business integrity, and social responsibility.
- D. Identify methods for recognizing business opportunities
- E. Analyze various business opportunity for attractiveness and feasibility
- F. Construct selected aspects of a business plan.
- G. Practice building financial statements and forecasts.
- H. Identify sources of financing
  - I. Evaluate growth strategies
  - J. Explore various risk management options.

#### V. CONTENT:

- A. Entrepreneurship and Business Opportunities
  1. Preparation
  2. Action plans
- B. Skills, Aptitude, and Motivation of Entrepreneurs
- C. Ethics and Integrity Challenges
- D. Product/Service and Market Analysis
  1. Idea feasibility
  2. Results analysis
  3. Financial Feasibility
  4. Go/no go decisions
- E. Business Plan
  1. Business plan sections
  2. Business model
- F. Marketing Plans
  1. Nature of market research
  2. Segmentation and target markets
- G. Financial Planning and Forecasting
  1. Income statement
  2. Balance sheet
  3. Cash Flow statement
  4. Financial performance
  5. Forecasting revenue, expenses, capital, and cash

- H. Sources of Financing
  - 1. Debt
  - 2. Equity
  - 3. Other source for funding
- I. Managing Growth and Sustained Operations
  - 1. Human Resources
  - 2. Operations
  - 3. Assets
  - 4. Risk

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. Student use of technology and business applications
- C. **Audio-visual Activity** -
- D. **Classroom Activity** -
- E. **Field Trips** -
- F. **Guest Lecturers** -
- G. **Observation and Demonstration** -
- H. **Projects** -
- I. **Research** -
- J. **Student Presentations** -
- K. **Written exercises and case studies** -
- L. Online Material
- M. Multi-media - video and website activities
- N. Collaborative Learning - Group work
- O. Simulations
- P. **Discussion** -

#### VII. TYPICAL ASSIGNMENTS:

Instructors will utilize a variety of assignments designed to meet the objectives of the course, to enhance the students' varied strengths and to minimize learning weaknesses in students

- A. Discussion entrepreneurial teams and how they might help the probability of success in an opportunity.
- B. Practical writing, reading, speaking and listening tasks that demonstrate or elicit an understanding of and/or a possession of the facts. Examples include:
  - 1. Students are expected to review sources of idea generation for business opportunities
  - 2. Group Presentations - students may select from a provided list of topics and present to the class using video and/or other multimedia
  - 3. Reading - Current business article about how an entrepreneur started his/her business.
  - 4. Writing - prepare a portion of their own business plan
- C. Case Studies: Determine the missteps of entrepreneurs and highlight what action created success.
- D. Project: Research market and industry information to support the validity of a business opportunity.

#### VIII. EVALUATION:

##### A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Papers
- 4. Projects
- 5. Class Work

##### B. **Frequency**

- 1. Exams/Tests: Instructors may choose how and when to assess students' understanding. Up to 4 exams and a final assessment would be typical.
- 2. Quizzes: Quizzes will be given as needed to ensure that students are building on the concepts and to identify if there needs to be a change in the type of assignments or the presentation of material.
- 3. Projects: Up to four projects may be utilized throughout the semester
- 4. Papers: Up to four papers may be required to offer students an opportunity to analyze various managerial scenarios.
- 5. Class work: Assignments from textbook and case studies dependent on student needs and progress.

#### IX. TYPICAL TEXTS:

- 1. Prentice Hall. *Entrepreneurship: Successfully Launching New Ventures*. 5 ed., Prentice Hall, 2015.
- 2. Mariotti, Steve. *Entrepreneurship: Starting and Operating a Small Business*. 4 ed., Prentice Hall, 2015.
- 3. Longenecker, Justin. *Small Business Management, Launching and Growing Entrepreneurial Ventures*. 17 ed., Cengage Learning, 2013.
- 4. Scarborough, Norman. *Essentials of Entrepreneurship and Small Business Management*. 8 ed., Prentice Hall, 2015.
- 5. Allen, Kathleen. *Launching New Ventures: An Entrepreneurial Approach*. 7 ed., Cengage Learning, 2015.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access; Internet access; Access to business publications, magazines and periodicals (i.e. USA Today, Wall Street Journal, Fortune Magazine, Harvard Business Review); Access to recording equipment (i.e. smartphone)