

ENTR 005: STARTING A BUSINESS WITH LIMITED RESOURCES

New Course Proposal

Date Submitted: Sun, 22 Sep 2019 15:05:28 GMT

Originator

pstegeman

Justification / Rationale

New course as part of the new entrepreneurship program

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

ENTR - Entrepreneurship

Course Number

005

Full Course Title

Starting a Business with Limited Resources

Short Title

ENTRE BOOTSTRAPPING

Discipline

Disciplines List

Business

Small Business Development (Entrepreneurship)

Modality

Face-to-Face

Catalog Description

Entrepreneurs start and grow businesses in home offices, garages, and even on public transportation using a laptop or smartphone. Social media and technology have leveled the playing field for the ordinary person wanting to become an entrepreneur. These entrepreneurs are finding creative ways of starting businesses, in spite of limited networks and financial resources. This course will introduce students to bootstrapping (limited-resource startup concepts and strategies), social media strategies and platforms, cybersecurity, and tactics to launch their business or expand their reach. Students will experience entrepreneurial situations and best practices through case studies, interactive sessions, and class exercises.

Schedule Description

This course covers bootstrapping a new business. Advisory: BUMA 031 or MATH 060

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: BUMA 031 or MATH 060

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

No

Author

Cornwall, Jeffery

Title

Bootstrapping

Publisher

Prentice Hall

Year

2009

College Level

Yes

ISBN #

9780136044253

For Text greater than five years old, list rationale:

Book is still used by professional entrepreneurs to study Lean business start-ups.

Class Size Maximum

35

Entrance Skills

Basic math up through college arithmetic.

Requisite Course Objectives

BUMA 031-Calculate components of an Income statement and balance sheet;

BUMA 031-Calculate the amount and rate of depreciation of an asset;

BUMA 031-Calculate the amount and percent of markup on merchandise;

BUMA 031-Identify the impact of financial transactions on financial reports and decision making.

BUMA 031-Produce and revise budgets.

MATH 060-Compute using the four basic operations of addition, subtraction, multiplication, and division on the rational numbers in both fraction and decimal form.

MATH 060-Apply the basic operations to solve application problems that involve whole numbers, integers, and rational numbers.

MATH 060-Employ decimal notation and place value to compare, order, and round numbers.

MATH 060-Use the concept of ratio to determine the solution to a proportion problem.

MATH 060-Apply methods of conversion between percents, decimals, and fractions.

Course Content

1. Bootstrapping
 - a. Definition of bootstrapping
 - b. Funding your startup on a bootstrap budget
 - c. Reduction of the cost of running a small business
 - i. Technology solutions for small business
 - ii. Virtual office spaces
 - iii. Barter
 - iv. Identify all available resources
 - v. Key partnerships
 - d. Target goals and progress measurements
 - e. Identification of businesses that need less start-up capital
 - f. Identification of businesses that generate fast cash
 - g. Affordable losses
 - h. Online versus traditional business presence
2. Social Media
 - a. Lean social media selection
 - b. Creative branding
 - c. Communication channels
 - i. Relationships with influencers
 - ii. Social media conversations
3. Introduction to Cybersecurity
 - a. Small Business
 - b. Website
 - c. Email
 - d. Data Protection Strategy

Course Objectives

Objectives	
Objective 1	Identify sources of start-up funding
Objective 2	Create business ideas and develop target goals and progress measurements.
Objective 3	Identify marketing and social media channels that are best suited to entrepreneurial endeavors.
Objective 4	Understand how to use social media as a marketing tool.
Objective 5	Create accounts and launch business via relevant social media platforms.
Objective 6	Recognize and understand basic cyber threats to small businesses.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Demonstrate the ability to set target goals and progress measurements for new business
Outcome 2	Demonstrate the ability to start a business with limited resources
Outcome 3	Create basic cybersecurity plan for small business

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Assignments require teamwork to build on individual assignments and on-going team assignments.
Experiential Activity	Guest speakers will discuss their own experience in building businesses. Students will create business models for start-ups with limited resources.
Supplemental/External Activity	Students will be required to research ideas, opportunities, competitors, customers outside of class.
Participation	Students will develop and complete presentations and business pitches.

Lecture	Minimal lecture will occur. This will be used just for key information dissemination.
Individualized Study	Students will be testing and researching the validity of business ideas.
Discussion	Class discussion will be used extensively to ensure understanding of the material.
Other (Specify)	Case studies

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	written ideas and opportunities will be required in order to complete other assignments.	Out of Class Only
Self-paced testing, Student preparation	Students must read texts, articles, journals and must watch videos and prepare key learnings prior to class.	Out of Class Only
Student participation/contribution	The majority of class will be discussion and group exercises.	In and Out of Class
Self/peer assessment and portfolio evaluation	Groups will be tasked to review other students' ideas and preparation, and comment on that work.	In and Out of Class
Computational/problem-solving evaluations	Students will be evaluating the validity and profitability of business ideas.	In and Out of Class
Group activity participation/observation	Groups will brainstorm, develop ideas, critique ideas, demonstrate understanding of course theory and practices.	In and Out of Class
Presentations/student demonstration observations	Students will "pitch" their business ideas and solutions to problems throughout the semester.	In Class Only
Portfolios	Students will be completing idea validation, develop customer understanding and solving customer needs, develop breakthrough, incremental and continuous improvement business ideas. This will be done primarily out of class.	In and Out of Class

Assignments

Other In-class Assignments

1. Various individual and group exercises on innovation development, developing empathy in order to solve consumer needs and develop business ideas.
2. Various student presentations demonstrating the ability to succeed in selling/presenting business opportunities.
3. Various group exercises and projects analyzing existing and potential businesses.

Other Out-of-class Assignments

1. Students will read course materials pertaining to Lean Market Value and prepare for class discussion
2. Students will write an essay after reading articles from the professional literature. Topic shall be a current marketing event involving social media. Sources shall be cited.
3. Students will critique a sample Bootstrap budget which will include issues of technology, office space, identified resources, and key partnerships

Grade Methods

Letter Grade Only

MIS Course Data

CIP Code

52.0201 - Business Administration and Management, General.

TOP Code

050100 - Business and Commerce, General

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Stand-alone

Transfer Status

Not transferable

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

Curriculum Alignment Advisory 3-8-19.docx

Entrepreneurship_Jan2019.pdf

Approvals**Curriculum Committee Approval Date**

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/13/2020

Course Control Number
CCC000611823