

BUMA 028: INTRODUCTION TO ENTREPRENEURSHIP

Formerly known as:

ENTR 001 (or if cross-listed - inactivated courses associated with this course)

Originator

pstegeman

Justification / Rationale

Adding modalities. After two semesters of teaching this course online, the added modalities have proven to be successful.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

BUMA - Business/Management

Course Number

028

Full Course Title

Introduction to Entrepreneurship

Short Title

ENTREPRENEURSHIP

Discipline**Disciplines List**

Business

Small Business Development (Entrepreneurship)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course is designed for those interested in starting their own business, either as their primary income or extra income, now or in the future, including individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. The curriculum is centered on three key aspects of entrepreneurship: 1) the individual, their traits, skills, and attributes that make entrepreneurs successful, 2) the business ideas, how to generate them, where to look for them, how to expand them and how to ensure they are valid business ideas with potential to meet profit goals, 3) focusing strategy and plans for the business via an appropriate business plan format. These elements, developed in the course, will assist any current or potential entrepreneur develop and grow a business now or in the future.

Schedule Description

This course covers the full spectrum of topics in the entrepreneurial environment.

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

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

Book

Open Educational Resource

Yes

Author

Lee A. Swanson

Title

Entrepreneurship and Innovation Toolkit

Edition

3rd

City

Saskatoon, Saskatchewan

Year

2017

College Level

Yes

Resource Type

Book

Open Educational Resource

Yes

Author

Lee A. Swanson

Title

Business Plan Development Guide

Edition

8th

City

Saskatoon, Saskatchewan

Year

2017

College Level

Yes

Resource Type

Book

Author

Clifton Taubert and Gary Schoeniger

Title

Who Owns the Ice House?

City

Cleveland

Publisher

ELI Press, LLC

Year

2010

College Level

Yes

ISBN #

978-0-9713059-3-9

For Text greater than five years old, list rationale:

Two books are OER available in Open Textbook Library

Who Owns the Ice House? is a foundational book on entrepreneurship using stories and examples of successful entrepreneurs.

Class Size Maximum

35

Course Content

1. What is Entrepreneurship and Innovation
 - a. What defines a "business"
 - b. Evolution of entrepreneurship into today's economy
2. What does it take to be successful – personal evolution
 - a. Defining success
 - b. Entrepreneurial attributes, traits, skills for success
 - i. Individual contributor or Business Administrator
 - ii. Examples of successful entrepreneurs
 - iii. Define specific attributes, traits and skills of successful entrepreneurs
 - c. Personal assessment
 - i. Comparison of own attributes, traits, skills to successful entrepreneurs
3. Ideas to Opportunities
 - a. Environmental and personal Scan
 - b. Design Thinking
 - c. Creativity and competitive assessment
 - d. Sizing the market
 - e. Validating the opportunity
4. Planning for success of the opportunity
 - a. Canvas Business Model
 - i. Value Proposition
 - ii. Customer Segments
 - iii. Customer Relationship
 - iv. Channels
 - v. Key activities
 - vi. Key Resources
 - vii. Key Partnerships

- viii. Cost Structure
- ix. Revenue Streams
- b. Business “Pitch”
- c. Turning the Canvas Business Model into a written business plan

Course Objectives

	Objectives
Objective 1	Explain the traits, skills, attitudes and drive necessary to be a successful entrepreneur.
Objective 2	Identify personal strengths and weaknesses matching the profiles of successful small business owners.
Objective 3	Develop personal growth plans to address weaknesses and capitalize on strengths in order to increase their potential to succeed in small business.
Objective 4	Recognize the needs of target markets related to potential viable business idea.
Objective 5	Evaluate and size the potential market for potential viable idea.
Objective 6	Develop initial sales, profit, competitive landscape and future growth for potential viable business idea.
Objective 7	Match potential viable idea to personal assessment profile.
Objective 8	Write appropriate comprehensive business model matching viable idea, personal profile and future career goals.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Complete a personal/professional assessment profile of one’s potential success in the small business field or gig economy.
Outcome 2	Create viable small business idea.
Outcome 3	Create a comprehensive, competitive business model reflective of their career goals for their viable business idea

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	Guest speakers will discuss their own traits, skills and attributes contributing to success.
Activity	Students will create models for communicating their business ideas.
Supplemental/External Activity	Students will be required to research ideas, opportunities, competitors, customers outside of class.
Self-exploration	Personal traits, skills and attributes are critical to success in small business, therefore students will reflect and assess themselves on these aspects of success.
Participation	Students will develop and complete at least two presentations and will contribute to group work.
Lecture	Minimal lecture will occur. This will be used just for key information dissemination.
Individualized Study	After completing personal assessments, students will write a personal development plan to achieve goals.
Discussion	Class discussion will be used extensively to ensure understanding of the material.
Other (Specify)	1. Guest Lecturers 2. Field work 3. 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	Journal of ideas and opportunities will be required in order to complete other assignments.	Out of Class Only

Self-paced testing	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
Guided/unguided journals	Students will keep a journal of entrepreneurial skills.	Out of Class Only
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 model as part of capstone to course.	In Class Only
Portfolios	Students will be completing idea validation, business model and business pitch as capstone for course.	In and Out of Class

Assignments

Other In-class Assignments

1. Various individual and group exercises on innovation development, personal development, business idea generation, business validation.
2. Various student presentations demonstrating 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. Reading in the textbooks and various supplementary resources.
2. Personal Assessments and profile development to demonstrate readiness for entrepreneurial success.
3. Environmental and technological scans to assess ideas, including profit and sales potential, long-term viability, ability to meet stated SMART goals, competitive set, adaptability to changing target needs, etc.
4. Development of various innovations/ideas, types of businesses, culminating in a single business model.
5. Analysis of successful entrepreneur, including failures, personal attributes/traits, skills acquired, lessons learned.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?

Gaining experience "pitching" business ideas is a critical part of entrepreneurship. In-person may sometimes be used to allow students to gain this experience

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

zoom, playposit, Adobe spark, Word, Excel, Powerpoint

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

All technology is made available to students by COD

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video

For hybrid courses:

Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

A regular schedule of student interaction will be developed and available to students at the beginning of the semester.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Students will be required to participate in group interactions, student critiques, and video discussions to ensure their ability to community business ideas to one another and to professor.

Other Information**Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

This course has been taught successfully for two semesters online during covid. Student success appears to be similar to in-person modality for the course.

Comparable Transfer Course Information**University System**

UC

Campus

UC Berkeley

Course Number

UGBA C5

Course Title

Introduction to Entrepreneurship

Catalog Year

2019-2020

University System

UC

Campus

UC Davis

Course Number

ENG 008

Course Title

Introduction to Entrepreneurship

Catalog Year

2019-2020

University System

UC

Campus

UC Merced

Course Number

MIST 050

Course Title

Introduction to Entrepreneurship

Catalog Year

2019-2020

COD GE

C5 - Personal Growth and Development

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

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

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

COR - GE Worksheet EntreBUMA 28.doc

BUMA-028 Approval Letter.pdf

Approvals**Curriculum Committee Approval Date**

09/16/2021

Academic Senate Approval Date

09/23/2021

Board of Trustees Approval Date

10/21/2021

Chancellor's Office Approval Date

1/09/2020

Course Control Number

CCC000210218

Programs referencing this courseGolf Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=116>)Small Business Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=120>)Culinary Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=124>)Intermediate Culinary Arts Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=125>)General Business AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=190>)Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=197>)Golf Management AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=22>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined/?key=226>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined/?key=227>)Culinary Management AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=23>)Liberal Arts: Business and Technology AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=27>)Mass Communication A.A. Degree (<http://catalog.collegeofthedesert.eduundefined/?key=273>)Arts Entrepreneurship Certificate of Achievement in Drawing (<http://catalog.collegeofthedesert.eduundefined/?key=343>)Arts Entrepreneurship Certificate of Achievement in Painting (<http://catalog.collegeofthedesert.eduundefined/?key=372>)Arts Entrepreneurship Certificate of Achievement in Ceramics (<http://catalog.collegeofthedesert.eduundefined/?key=373>)Arts Entrepreneurship Certificate of Achievement in Printmaking (<http://catalog.collegeofthedesert.eduundefined/?key=374>)Arts Entrepreneurship Certificate of Achievement in Sculpture (<http://catalog.collegeofthedesert.eduundefined/?key=375>)Air Conditioning Refrigeration AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=51>)Computer Information Systems AS Degree for Employment Preparation (<http://catalog.collegeofthedesert.eduundefined/?key=61>)Agriculture Office Professional Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=85>)Please delete (<http://catalog.collegeofthedesert.eduundefined/?key=344>)