

MISSION VALLEY REGIONAL OCCUPATION PROGRAM ENTREPRENEURSHIP COURSE OUTLINE

1. Course Title: Entrepreneurship (Concentrator-Level 1 course)

2. CALPADS Title:

3. CALPADS Number:

4. Job Titles / O*NET / DOT Codes:

13.1199.00	Online Merchants
41.3031.02	Sales Agents, Financial Services
41.3021.00	Insurance Sales Agents
13.1121.00	Meeting, Convention, and Event Planners
41.2031.00	Retail SalesPerson

5. Course Description:

This course is the first of a two-course pathway. Entrepreneurship provides an introduction and overview of the fundamentals of entrepreneurship. Students will gain insight into who are entrepreneurs and understand the steps of developing a new business including creating a business plan, marketing, finance, and management development. Students will understand their role in the economy as well as how the global and regional economic ecosystem interacts and impacts small businesses and individuals. The curriculum is designed to help the student explore entrepreneurship as a career pathway and provide them with a realistic framework for starting a new business. Students will develop and present a comprehensive business plan in this year-long course.

6. Hours:

Class	180
CC	0
CVE	0
Total Hours	180

7. Prerequisites: None

8. Date of revision: November 2022

9. Course Outline:

Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.

Orientation

Class Hours: 5

- A. Introduce the course and facilities
- B. Discuss the syllabus and major objectives
- C. Explain applicable classroom management procedures, the ROP Student Rules of Conduct, and any operational guidelines
- D. Review instructor/student expectations
- E. Explain enrollment and attendance requirements and procedures
- F. Review grading and student evaluation procedures
- G. Discuss the community classroom aspect of the program if applicable
- H. Discuss the “next steps” related to additional education, training, and employment. I. Review classroom safety, emergency and disaster procedures

Communication & Interpersonal Skills

Class Hours: 10

- A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite
- B. Read and interpret written information and directions
- C. Practice various forms of written communication appropriate to the occupation
- D. Practice positive body language skills
- E. Practice professional verbal skills for resolving a conflict
- F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions
- G. Demonstrate positive teamwork skills by contributing to a group effort
- H. Practice the importance of diversity awareness and sensitivity in the workplace
- I. Define sexual harassment in the workplace and identify the employee’s role and responsibility
- J. Practice participation skills
- K. Identify different personality types and strategies for working effectively with each type
- L. Practice business and social etiquette skills appropriate to the occupation
- M. Discuss the role of business and personal ethics in the decision-making process
- N. Evaluate various job-related scenarios and justify decisions based on ethics
- O. Demonstrate flexibility and adaptability in working with others
- P. Demonstrate the use of time management skills

Leadership

Class Hours: 10

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders
- B. Work with peers to promote divergent and creative perspectives
- C. Demonstrate how to organize and structure work, work will be completed individually and in teams, for effective performance and the attainment of goals
- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace
- E. Employ ethical behaviors and actions that positively influence others
- F. Explain means to positively impact the direction and actions of a team or organization

- G. Analyze the short-term and long-term effects a leader's actions and attitudes can have on productivity, morale, and organizational culture.

Should You Become an Entrepreneur

Class Hours: 10

- A. Evaluate personal interests, attitudes, and talents to assess overall readiness to begin a new business
- B. Defining and understanding entrepreneurship
- C. Identifying characteristics of entrepreneurs
- D. Recognize and define opportunities for entrepreneurs
- E. Problem-solving for entrepreneurs

Entrepreneurs in a Market Economy

Class Hours: 10

- A. Explain the importance of entrepreneurship to the U.S. and global economies
- B. Discuss "intrapreneurship", or innovation within a larger company
- C. Explain how entrepreneurs satisfy needs and wants within a market
- D. Investigate how economic decisions are made
- E. Understand what affects the price

The Business Plan

Class Hours: 15

- A. Explain the importance of a business plan
- B. Define what a business plan
- C. Explain how each section is developed and its importance
- D. Investigate how to create an effective business plan

Identifying Market Needs

Class Hours: 15

- A. Identify your market
- B. Conduct market research
- C. Identify competition and threats
- D. Identify and screen new business ideas;
- E. Conduct secondary market research to determine market size

Market Your Business

Class Hours: 15

- A. Articulate the importance of a solid business plan and the key components of that plan
- B. Develop a marketing plan
- C. Discuss how to develop a marketing strategy
- D. Identify, develop, and understand your product
- E. Identify and calculate your market price

Distribution, Promotion, and Selling

Class Hours: 15

- A. Understanding distribution strategies
- B. Identify forms of advertising and the advantages and disadvantages of each
- C. Define publicity and describe publicity as a promotion tool
- D. Explain the role of selling in a business
- E. Determine how to meet customer's wants and needs

- F. Evaluate the effectiveness of promotional campaigns

Business Ownership

Class Hours: 10

- A. Analyze the advantages and disadvantages of buying an existing business or franchise vs. creating a new business
- B. Identify and understand each legal form of businesses
- C. Explain advantages and disadvantages of a sole proprietorship, partnership, and corporation.
- D. Understand the regulations, laws, and legal issues that impact businesses

Business Location and Set Up

Class Hours: 10

- A. Identify options for locating a business
- B. Identify the advantages and disadvantages of having a business online
- C. Compare purchase and lease options
- D. Describe layout considerations based on business type
- E. Explain how to find and choose vendors
- F. List factors that determine the needed inventory
- G. Consider the advantage and disadvantages of franchising

Financial Planning

Class Hours: 15

- A. Estimate startup costs and net worth
- B. Identify sources of equity and debt capital
- C. Prepare a pro forma cash flow, income statement, and balance sheet
- D. Differentiate between alternative methods of accounting
- E. Describe the use of journals and ledgers in recordkeeping
- F. Explain the importance of keeping accurate bank, payroll, and tax records

Operations Management

Class Hours: 10

- A. Define the five functions of management
- B. Describe five essential operation policies
- C. Prepare a purchasing plan for inventory
- D. Describe the periodic and perpetual inventory methods
- E. Determine how much inventory to keep
- F. Describe strategies for managing cash flow
- G. Evaluate a business's performance through financial statement analysis

Human Resource Management

Class Hours: 10

- A. Explain how to determine staffing needs
- B. Describe recruiting options
- C. Identify alternatives to permanent employees
- D. List and describe the hiring process
- E. Describe compensation packages
- F. Identify laws protecting employee rights
- G. Explain the implementation of staffing plans

- H. Discuss how to motivate employees
- I. Describe the management control function of human resources

Risk Management

Class Hours: 10

- A. Explain how to identify and minimize risks
- B. Discuss types of theft and security precautions to protect your business
- C. Classify business risks
- D. Explain why some risks are uninsurable
- E. Determine the different types of insurance a business needs
- F. Explain the insurance purchasing process
- G. Identify the risks associated with credit
- H. Explain how to manage risk
- I. Describe strategies to reduce the risk of international business

Management for the Future

Class Hours: 10

- A. Discuss factors to consider when expanding
- B. List and describe product life cycle stages and the steps in product development
- C. Define ethics
- D. Explain the need for ethical practices in business
- E. Discuss an entrepreneur's social responsibilities
- F. Research ways to meet environmental responsibilities
- G. Discuss the reasons and methods for participating in a global market
- H. Determine if an international business is right for your business
- I. Identify trade regulations that affect international business

Total Class Hours: 180

10. Additional Items:

- A. Articulation: Mission College, Bus 054, 3 credits, B or Better & Completed Application.
- B. Academic Credit: UC a-g "g"

11. Instructional Strategies:

- A. Lecture
- B. Comparative Analysis
- C. Hands-on Practice/ Demonstration
- D. Small & Large Group Activities (role-playing, discussion, teamwork, brainstorming)
- E. Community/ Business Observations
- F. Use of Business Partners (guest speakers, interviews)

12. Instructional Materials:

- A. Multimodal (Handouts, Internet access)
- B. Observations of real-world experiences
- C. Reading Assignments, Oral & Written Reports
- D. Projects

E. Online Articles/ Tutorials

13. Certification:

A. Precision Exam: Entrepreneurship

14. Career Preparation Standards

- A. Apply appropriate technical skills and academic knowledge
- B. Communicate clearly, effectively, and with reason
- C. Develop an education and career plan aligned with personal goals
- D. Apply technology to enhance productivity
- E. Utilize critical thinking to make sense of problems and persevere in solving them
- F. Practice personal health and understand financial literacy
- G. Act as a responsible citizen in the workplace and the community
- H. Model integrity, ethical leadership, and effective management
- I. Work productively in teams while integrating cultural and global competence
- J. Demonstrate creativity and innovation
- K. Employ valid and reliable research strategies
- L. Understand the environmental, social, and economic impacts of decisions

15. Career Technical Skills

- A. Evaluate personal interests, attitudes, and talents to assess overall readiness to begin a new business
- B. Explain the importance of entrepreneurship to the U.S. and global economies
- C. Discuss "intrapreneurship", or innovation within a larger company
- D. Analyze the advantages and disadvantages of buying an existing business or franchise vs. creating a new business
- E. Identify and screen new business ideas
- F. Conduct secondary market research to determine market size
- G. Prepare a basic 3-year pro-forma income statement
- H. Be able to "pitch" a new business idea to prospective investors
- I. Identify key legal issues involved in new business start-up
- J. Explore sources of funding and business advice for new ventures
- K. Articulate the importance of a solid business plan and the key components of that plan
Demonstrate key entrepreneurial leadership qualities
- L. Explain key strategies for growth of a new business

16. Course Materials

Greene, Cynthia L., *Entrepreneurship: Ideas in Action*. Boston, Cengage Learning, 2019.

17. Course Competencies/Learner Outcomes

These competencies will be listed on the certificate of achievement for students completing all requirements:

Communication & Interpersonal Skills

- Demonstrate positive communication skills
- Demonstrate positive teamwork skills by contributing to a group effort

- Identify different personality types & strategies for working effectively with each type
- Understand ethics and the role of business & personal ethics in the decision-making process
- Demonstrate the use of time management skills and understanding of goal setting

Leadership

- Define leadership & identify the responsibilities, competencies, & behaviors of successful leaders
- Analyze traits and characteristics that make leader successful
- Explain multiple approaches to conflict resolution & their appropriateness for a variety of situations in the workplace

Understanding the Entrepreneur

- Evaluate personal interests, attitudes, & talents to assess overall readiness to begin a new business
- Identify the characteristics of an entrepreneur
- Recognize and define opportunities for entrepreneurs

Identify and Evaluate Entrepreneurial Opportunities

- Identify and screen new business ideas
- Understand the pros and cons of a new business vs franchise
- Understand the global marketplace
- Identify legal restrictions and considerations for business

Understand the Business Plan components

- Explain the importance of a business plan
- Explain how each section is developed and its importance
- Create a comprehensive business plan

Develop a Business Plan

- Identify product or service that you will launch as an Entrepreneur
- Create written business plan and presentation
- Perfect an elevator pitch

Career Preparation

- Create a personal career portfolio with Resume, Cover letter, Application, Thank you letter
- Evaluate how to match opportunities, create sample interview questions and answers