

Clackamas Community College

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Section #1 General Course Information

Department: Small Business Development

Submitter

First Name: Rob

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Course Prefix and Number: SBM - 020

Credits: 0

Contact hours

Lecture (# of hours):

Lec/lab (# of hours): 510

Lab (# of hours):

Total course hours: 510

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title: Small Business Greenhouse

Course Description:

This class supplies entrepreneurs with knowledge, tools, and resources to successfully start up and operate all types of new businesses. By learning the fundamentals of Leadership, Expertise, Marketing, Technology, and Finance, students will be better prepared to build a solid business foundation. This weekly, 16-session program includes lectures, guest speakers, discussion, peer networking, and individual business counseling.

Type of Course: Career Technical Supplementary

Can this course be repeated for credit in a degree?

No

What is the target audience/industry for this class?

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

No

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

Non-graded

Audit: Yes

When do you plan to offer this course?

Fall

Spring

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. know how to develop a set of goals/objectives & a mission statement for a business,
2. identify steps in the business planning process & uses (internally and externally) of a formal business plan,
3. understand the need for & how to do market research,
4. identify options for legal structure of a business,
5. identify outside resources available,
6. determine the need for employees & related expenses,
7. understand marketing issues & day-to-day impact on company profitability,
8. understand the necessity for market analysis,
9. develop a customer profile & analyze the competition,
10. understand basic financial statements & their uses,
11. understand how accounting systems tie to the production of useful financial statements,
12. identify basic financial ratios & understand how ratios are used to analyze balance sheet information,
13. understand the importance of budgeting & the role of assumptions,
14. understand what operations controls are & the need for assigning responsibility,
15. understand concept of break-even & be able to calculate break-even point for a business in units & sales volume,
16. be familiar with alternative sources of financing, components of a complete financing proposal, how to “work with” the banker,
17. have a basic understanding of effective contract management,
18. have a basic understanding of managed growth & the pitfalls of unmanaged growth.

This course does not include assessable General Education outcomes.

Major Topic Outline:

1. Overview.
2. Market research.
 - a. How to use the Internet.
 - b. Library resources.
3. Entrepreneurship.
 - a. Goals and objectives.
 - b. Paradigms.
4. Organizational matters.
 - a. Forms of business (legal structure).
 - b. What goes into a business plan.
 - c. Management team, advisors and outside services.
5. Marketing.
 - a. Tools, analysis, theory, etc.
 - b. Analysis, understanding, the business environment.
 - c. Strategies, tactics, wrap-up.
6. Finance.
 - a. Books, records, controls.
 - b. Financial statements.
 - c. Budgeting, planning, how to use and make assumptions.
7. Sources of capital: From banks to loan sharks – a discussion of both common and alternative methods to finance your venture.
8. Customer service: How to compete by giving customers what they deserve.
9. Negotiation and creativity.
10. Salesmanship – it’s not the same as marketing.
11. Growth (how to survive it).

12. How to put the finishing touches on your business plan.

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course: 0%

First term to be offered:

Next available term after approval

:
