



COURSE OUTLINE : BUSAD 158

D Credit – Degree Applicable

COURSE ID 005140

Cyclical Review: February 2020

COURSE DISCIPLINE : BUSAD
COURSE NUMBER : 158
COURSE TITLE (FULL) : Run Your Own Business
COURSE TITLE (SHORT) : Run Your Own Business

CATALOG DESCRIPTION

BUSAD 158 covers the process of planning, organizing, and managing a small business. Topics include developing a business plan, forming and marketing a small business, legal aspects of business ownership, accounting, budgeting, financing, and risk management. The skills taught in this course will help individuals start new ventures as well as aid existing business owners to plan their growth.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: BUSAD 101.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	BUSAD	101	Introduction To Business	cite the various ways the U.S. government affects, restricts, and protects business;	No
2	BUSAD	101	Introduction To Business	compare and contrast the advantages/disadvantages in each form of business ownership;	Yes
3	BUSAD	101	Introduction To Business	define business ethics and explain the role of social responsibility in an organization;	No
4	BUSAD	101	Introduction To Business	compare and contrast the primary economic systems;	No
5	BUSAD	101	Introduction To Business	identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets;	No
6	BUSAD	101	Introduction To Business	define and describe the key management functions of planning organizing, leading, and controlling;	No
7	BUSAD	101	Introduction To Business	identify current production & operations processes. Address sustainability;	No
8	BUSAD	101	Introduction To Business	identify key human resource management functions and laws;	No
9	BUSAD	101	Introduction To Business	identify the marketing mix and key tools, terms and strategies related to each element;	No
10	BUSAD	101	Introduction To Business	describe and identify how technology impacts all the primary functions of business;	No
11	BUSAD	101	Introduction To Business	evaluate the basic components of financial statements and ratio analysis;	No
12	BUSAD	101	Introduction To Business	explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls;	No
13	BUSAD	101	Introduction To Business	identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information;	No
14	BUSAD	101	Introduction To Business	identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system;	No
15	BUSAD	101	Introduction To Business	summarize the components of risk management and basic insurance.	No



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EXIT STANDARDS

- 1 Describe the different types of business organizations;
- 2 create a business plan;
- 3 discuss the management, financial, marketing and legal skills necessary to operate a small business.

STUDENT LEARNING OUTCOMES

- 1 identify and assess the issues in managing Operations and Human Resources in running a Small Business
- 2 explain the role of the Marketing Mix in business - Product, Price, Promotion, and Distribution;
- 3 explain the issues and risks in planning, implementing, and running a small business

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction and Overview of Small Business Management	5	0	5
2	Entrepreneur-Manager Relationship • Forms of business organization • Ethics • Social responsibility	5	0	5
3	Development of a Business Plan • Purpose of a business plan • Business plan content and format	6	0	6
4	Types of Business Start-up Possibilities • Franchises • Purchasing an existing business • Starting a business	6	0	6
5	Financial Management • Accounting terminology • Financial statements • Start-up capital requirements • Raising capital	7	0	7
6	Legal Considerations • Understanding contracts • Intellectual property • Bankruptcy	6	0	6
7	Marketing • Product, price promotion, and distribution • Market research	8	0	8



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8	Managing Business Operations • Operations management • Human resource management • Managing growth	6	0	6
9	International Business • Importing and exporting • Cultural challenges	5	0	5
				54

OUT OF CLASS ASSIGNMENTS

- 1 business plan (e.g. assignments on the purpose of a business plan, business plan content and formatting of business plans);
- 2 business cases (e.g. assignments and case scenario analysis on the various business startup possibilities).

METHODS OF EVALUATION

- 1 quizzes;
- 2 midterm examinations;
- 3 final examination.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Small Business Management	Required	Los Angeles SAGE	7		Hatten, Timothy	9781544330860	2020