

BUS R100: INTRODUCTION TO ENTREPRENEURSHIP

Originator

ptrujillo

Co-Contributor(s)
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College

Oxnard College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

R100

Course Title (CB02)

Introduction to Entrepreneurship

Banner/Short Title

Intro to Entrepreneurship

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

This is an introductory course intended to provide a comprehensive overview of entrepreneurship. The global economy and the critical role that innovation and creativity play in the entrepreneurial process will be examined.

Taxonomy of Programs (TOP) Code (CB03)

0506.40 - *Small Business and Entrepreneurship

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Grading method

Letter Graded

Alternate grading methods

Credit by exam, license, etc.

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

17.5

Maximum Contact/In-Class Lecture Hours

17.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

17.5

Total Maximum Contact/In-Class Hours

17.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

35

Maximum Outside-of-Class Hours

35

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

52.5

Total Maximum Student Learning Hours

52.5

Minimum Units (CB07)

1

Maximum Units (CB06)

1

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | Identify and explain the issues that are driving the growth of entrepreneurship |
| 2 | Evaluate one's own motivation for becoming an entrepreneur |
| 3 | Discuss the advantages and disadvantages of entrepreneurship |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | Possess a well grounded understanding of essential entrepreneurial business principals |
| 2 | Develop an understanding of important business issues as they relate to new ventures |
| 3 | Identify, appreciate, and assess the knowledge, attitudes, and skills of an entrepreneur |
| 4 | Study and observe entrepreneurial settings and entrepreneurial role models through exposure to actual business settings and experiences |
| 5 | Have an expanded awareness of the resources available for creating a business plan |
| 6 | Establish a level of confidence in creating a business plan as a tool to assess, create and communicate a business concept |

Course Content

Lecture/Course Content

1. Entrepreneurship Today
 - a. Developing a Startup Strategy
 - b. International/Global Opportunities for Entrepreneurs
2. Accounting & Financial Planning

- a. Business Plan Development Examples
 - b. Growth Strategies and Resources
 - c. Market Plan & Product Development
3. The role of the internet and web-based business models
 4. Legal Issues
 - a. Intellectual Property
 - b. Forms of Business Ownership
 5. Sources of Capital
 6. Business Plan development

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework
Group projects
Oral analysis/critiques
Oral presentations
Quizzes

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Group discussions
Guest speakers
Internet research
Lecture
Small group activities

Describe specific examples of the methods the instructor will use:

1. Lecture
2. Guest Speakers (entrepreneurs and business owners)
3. Video Examples of Entrepreneurship and other business success stories
4. News and Magazine articles on business success stories

Representative Course Assignments

Writing Assignments

1. Students may be assigned a paper or group/individual presentation(s) based on the concepts of entrepreneurship.

Critical Thinking Assignments

1. Students are assigned business case studies to analyze and answer questions

Reading Assignments

1. Students will be assigned readings from the class text in addition to supplementary readings from newspapers and periodicals. Students may be evaluated via test, quizzes or homework assignments on the various class reading assignments.

Other assignments (if applicable)

1. Students may analyze the values/behaviors of entrepreneurship as it relates to the body of knowledge. Students will develop leadership and entrepreneurship plans.

Outside Assignments**Representative Outside Assignments**

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****CSU GE-Breadth****Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Classic Textbook

No

DescriptionHisrich, Robert, *Entrepreneurship, Penn Plaza, New York, McGraw-Hill; 2020*

Library Resources

Sufficient Library Resources exist

Yes

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class

Examinations**Hybrid (1%–50% online) Modality**

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

BUSINESS

Review and Approval Dates**Department Chair**

09/13/2020

Dean

09/13/2020

Technical Review

10/28/2020

Curriculum Committee

10/28/2020

Curriculum Committee

12/09/2020

CCCCO

MM/DD/YYYY

Control Number

CCC000553327

DOE/accreditation approval date

MM/DD/YYYY