

# BUSI-104: BUSINESS PLANNING

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## CC Approval

03/15/2024

## AS Approval

04/09/2024

## BOT Approval

04/18/2024

## COCI Approval

5/15/2024

## SECTION A - Course Data Elements

### CB04 Credit Status

Credit - Degree Applicable

### Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	Or
Small Business Development (Entrepreneurship) (Any Degree and Professional Experience)	

### Subject Code

BUSI - Business

### Course Number

104

### Department

Business and Entrepreneurship (BUSI)

### Division

Career Education and Workforce Development (CEWD)

### Full Course Title

Business Planning

### Short Title

Business Planning

### CB03 TOP Code

0501.00 - \*Business and Commerce, General

### CB08 Basic Skills Status

NBS - Not Basic Skills

### CB09 SAM Code

C - Clearly Occupational

### Rationale

BUSI 102 has a lower fill rate. We will integrate the elements of BUSI 102 into BUSI 101. The two courses are meant to be together, so we are combining them.

## SECTION B - Course Description

### Catalog Course Description

Upon successful completion of this course, students will have the skills to evaluate the current economic, social, and political environments relevant to their business ideas. They will also gain an understanding of how demographic shifts, technological advancements, and social changes can affect their business concepts. The course will guide students in assessing the suitability of their business ideas, taking into account their strengths, skills, and personal, professional, and financial objectives. Through initial

market assessments and basic market research, students will refine and test their business concepts. This course is a mandatory component of all Entrepreneurship Certificate programs offered by the department. By the end of the course, students will be equipped to make informed decisions about the viability of their entrepreneurial ventures.

## SECTION C - Conditions on Enrollment

### Open Entry/Open Exit

No

### Repeatability

Not Repeatable

### Grading Options

Letter Grade or Pass/No Pass

### Allow Audit

Yes

## Requisites

## SECTION D - Course Standards

### Is this course variable unit?

No

### Units

3.00

### Lecture Hours

54.00

### Outside of Class Hours

108

### Total Contact Hours

54

### Total Student Hours

162

## Distance Education Approval

### Is this course offered through Distance Education?

Yes

### Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

## SECTION E - Course Content

### Student Learning Outcomes

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

1. Develop a business plan.

### Course Objectives

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

1. Identify opportunities for entrepreneurial start-up idea.
2. Analyze the current environment and make recommendations as to how an entrepreneurial business can survive in the current business climate.

3. Conduct an environmental analysis and develop a strategic plan for a specific entrepreneurial idea.
4. Determine how future developments in the local community might impact the business to be started.

**Course Content**

- Opportunities for an Entrepreneurial Start-up
  - a. What are the options?
  - b. Evaluate and justify which has the greatest probability of economic success
- Significant Changes Which Impact the Idea
  - a. List types of changes
  - b. List consumer trends
- Analyze Current Business Environment
  - a. Positive factors - need to capitalize on these
  - b. identify how your business can stay flexible - particularly at the start
- Creation of a Strategic Plan for the Entrepreneurial Idea
  - a. Evaluate how well the idea is supported by consumer trends
  - b. Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats)analysis
- Determine Feasibility of Idea
  - a. Is the market large enough?
  - b. Who will be your competitors?
  - c. Can competition easily copy your idea?
  - d. Is there profit available?

**Methods of Instruction**

**Methods of Instruction**

Types	Examples of learning activities
Activity	SWOT analysis - analyze the strengths, weaknesses, opportunities and threats in a market workshops - support other students plans

**Instructor-Initiated Online Contact Types**

- Announcements/Bulletin Boards
- Discussion Boards
- E-mail Communication
- Video or Teleconferencing

**Student-Initiated Online Contact Types**

- Chat Rooms
- Discussions
- Group Work

**Course design is accessible**

No

**Methods of Evaluation**

**Methods of Evaluation**

Types	Examples of classroom assessments
Portfolios	Develop a business plan.

**Assignments**

**Reading Assignments**

Research materials, and other written or multi-media materials assigned by the instructor

**Writing Assignments**

Homework assignments, analysis of outside reading materials, final business plan.

**Other Assignments**

Research entrepreneurial idea.

## **SECTION F - Textbooks and Instructional Materials**

### **Material Type**

Textbook

### **Author**

Mariotti, Steve

### **Title**

Entrepreneurship: Starting and Operating A Small Business

### **Edition/Version**

5th

### **Publisher**

Pearson

### **Year**

2020

### **ISBN #**

978-0135210529

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## **Proposed General Education/Transfer Agreement**

**Do you wish to propose this course for a Local General Education Area?**

No

**Do you wish to propose this course for a CSU General Education Area?**

No

**Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?**

No

## **Course Codes (Admin Only)**

### **CB00 State ID**

CCC000644865

### **CB10 Cooperative Work Experience Status**

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

### **CB11 Course Classification Status**

Y - Credit Course

### **CB13 Special Class Status**

N - The Course is Not an Approved Special Class

### **CB23 Funding Agency Category**

Y - Not Applicable (Funding Not Used)

### **CB24 Program Course Status**

Program Applicable