



**El Camino College**  
**COURSE OUTLINE OF RECORD – Official**

<b>Course Acronym:</b>	BUS
<b>Course Number:</b>	125
<b>Descriptive Title:</b>	Entrepreneurship Start-up Operations and Management
<b>Division:</b>	Business
<b>Department:</b>	Business Management
<b>Course Disciplines:</b>	Management
<b>Catalog Description:</b>	In this course, students will develop and apply management and operational principles to start-up and small businesses. Students will gain a comprehensive understanding of running a small business through composing a marketing plan, operational plan, and organizational structure.  Note: Letter grade or pass/no pass option.
<b>Prerequisite:</b>	
<b>Co-requisite:</b>	
<b>Recommended Preparation:</b>	Eligibility for English 1A
<b>Enrollment Limitation:</b>	
<b>Hours Lecture (per week):</b>	3
<b>Hours Laboratory (per week):</b>	0
<b>Outside Study Hours:</b>	6
<b>Total Course Hours:</b>	54
<b>Course Units:</b>	3
<b>Grading Method:</b>	Letter Grade and Pass/No Pass
<b>Credit Status:</b>	Credit, degree applicable
<b>Transfer CSU:</b>	Yes
<b>Effective Date:</b>	fall 2017
<b>Transfer UC:</b>	No
<b>Effective Date:</b>	
<b>General Education:</b> ECC	
<b>Term:</b>	
<b>Other:</b>	
<b>CSU GE:</b>	

	<b>Term:</b>
	<b>Other:</b>
	<b>IGETC:</b>
	<b>Term:</b>
	<b>Other:</b>
<b>Student Learning Outcomes:</b>	<p><b>SLO #1 Critical Analysis</b></p> <p>Students will identify and analyze changes in the external environment which present potential opportunities and then develop plans and strategies to successfully pursue those opportunities.</p> <p><b>SLO #2 Integrated Planning</b></p> <p>Students will analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the business.</p> <p><b>SLO #3 Business</b></p> <p>Analysis Student will research products or services that compete with their new venture concept and analyze the competitors in terms of marketing strategy, sales volumes, and pricing strategy.</p>
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Compare and contrast various pricing strategies.</li> <li>2. Identify and analyze an ideal location for the business (such as mobile, home-based, e-media distribution platform, etc.) and address weaknesses of the ideal location.</li> <li>3. Identify the first future hire for the business and develop a job specification for the position.</li> <li>4. Identify key risks associated with the business and develop a risk management plan do address the key risks.</li> <li>5. Demonstrate an understanding of customer service and how it impacts customer retention and profits.</li> <li>6. List and describe various traditional and new marketing implementations.</li> </ol>
<b>Major Topics:</b>	<p><b>I. Introduction of Business Start-up Considerations (6 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Entrepreneurial Mindset</li> <li>B. Competitive advantages: customer focus, quality performance, innovation, niche market</li> <li>C. Operational effectiveness</li> <li>D. Protecting the intellectual property</li> </ol> <p><b>II. Business Structures (6 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Legal entity structures</li> </ol>

- B. Co-founder, Shareholders, & Stakeholders
- C. Family businesses

1. Pros and cons of family dynamics
2. Roles and participation
3. Governance and succession
4. Transferring ownership

### **III. Product and Service Concept and Expansion (6 hours, lecture)**

- A. Product/Service Concept Viability and Product Lifestyle
- B. Industry Trends
- C. Customer Insights
- D. Demands Trends
- E. Multi-year Production and Sales Estimating
- F. Inventory Management

### **IV. Marketing Analysis and Planning (18 hours, lecture)**

- A. The customer stakeholder
- B. Donors and recipients of services as customers of the non-profit
- C. Market Research, target marketing and niche markets
- D. Marketing Strategy
- E. Brand Identity and communications
- F. Product strategy, product development, total product offering, and the product life cycle
- G. Perception Mapping
- H. Competitive Analysis
- I. Traditional Advertising Mediums including promotion, print, broadcast, E-Marketing and New Media Alternatives
- J. Packaging
- K. Pricing, pricing impact on brand, and credit strategy
- L. Public Relations
- M. Customer relationships, customer service and CRM (Customer Relationship Management) software options
- N. Psychological and sociological influences on customer behavior
- O. Wholesaling

### **V. Operational Plans (8 hours, lecture)**

- A. Location Considerations
  - B. Facility Requirements
  - C. Supply chain management
  - D. Inventory Control
  - E. Information Systems
  - F. Pros and Cons of home based business
  - G. Global Opportunities:
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- A. Options including: exporting, foreign licensing, international franchising, strategic alliances
  - B. Risks: Political, Economic

	<p><b>VI. Human Resource Plans (6 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Business Owners/Management Team</li> <li>B. Organizational Chart</li> <li>C. Needs Analysis of Personnel and Job Descriptions</li> <li>D. Part-time and full time staffing</li> <li>E. Training and development</li> <li>F. Compensation and benefits</li> <li>G. Outsourcing alternatives</li> </ul> <p><b>VII. Harvesting Your Business (4 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Methods of harvesting: selling, distribution of cash flows, IPO, Recapture private equity</li> <li>B. Harvest / Exit valuation</li> <li>C. Payment Methods</li> <li>D. Prepare for conflict and resolutions</li> </ul>
<b>Total Lecture Hours:</b>	54
<b>Total Laboratory Hours:</b>	0
<b>Total Hours:</b>	54
<b>Primary Method of Evaluation:</b>	1) Substantial writing assignments
<b>Typical Assignment Using Primary Method of Evaluation:</b>	<p>Identify a close competitor to your organization and research the competitor's pricing strategies. (For non-profits, include donations and possible recipient pricing as part of the pricing strategy.) In a one-page report, analyze the competitor's pricing strategy including:</p> <ul style="list-style-type: none"> <li>• How does the competitor's pricing affect the public's perception of their brand?</li> <li>• Why do you believe the competitor chose that pricing strategy?</li> <li>• How does the pricing strategy meet the needs of the customers they target?</li> <li>• What factors (business, economic, social) allow that pricing strategy to be successful or do you believe the pricing strategy is not successful?</li> <li>• How would you compete against the competitor's given pricing?</li> </ul>
<b>Critical Thinking Assignment 1:</b>	<p>Human Resources Assessment</p> <p>Using your five year sales plan, analyze your staffing needs during years 3, 4 and/or 5. Analyze the roles that should be filled. Complete a job analysis for at least five distinct positions. Determine the pay scale and minimum qualifications for each position. Submit your analysis in a three- to five-page, single-spaced summary.</p>
<b>Critical Thinking Assignment 2:</b>	<p>Pricing Strategy</p> <p>As a small business owner pricing your product/service is a critical decision. Complete these steps to set your sales price:</p>

	<ul style="list-style-type: none"> <li>• First determine the fixed and variable costs associated with bringing your concept to market and calculate total cost.</li> <li>• Next, develop two to three pricing scenarios based on your sales plan (volume estimates) and total cost. Calculate the break-even point for each realistic scenario.</li> <li>• Determine the specific pricing strategy you wish to use (cost-plus, penetration pricing, skimming pricing, follow-the-leader, variable pricing, etc.) and explain why the strategy you selected was chosen.</li> <li>• How will your price compare to your competitors? What are the risks associated with these decisions?</li> </ul> <p>Your complete pricing strategy and analysis should include all elements discussed above. Sales and pricing calculations should be completed in Excel. Your written analysis should be one to two pages in Word.</p>
<b>Other Evaluation Methods:</b>	Multiple Choice, Other Exams, Quizzes, True/False, Written Homework
<b>Instructional Methods:</b>	Demonstration, Discussion, Group Activities, Lecture, Multimedia presentations
<b>If other:</b>	
<b>Work Outside of Class:</b>	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
<b>If Other:</b>	
<b>Up-To-Date Representative Texts:</b>	Entrepreneurship, 2020 ISBN: 978-1-947172-70-8 Openstax, Rice Univeristy
<b>Alternative Texts:</b>	
<b>Required Supplementary Readings:</b>	
<b>Other Required Materials:</b>	
<b>Requisite:</b>	
<b>Category:</b>	
<b>Requisite course(s): List both prerequisites and corequisites in this box.</b>	
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	
<b>Requisite Skill:</b>	

<b>Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable</b>	
<b>Requisite course:</b>	
<b>Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	
<b>Requisite Skill:</b>	Eligibility for English 1A
<b>Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable</b>	<p><b>This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.</b></p> <p>Summarize, analyze, evaluate, and synthesize college-level texts.</p> <p>Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
<b>Enrollment Limitations and Category:</b>	
<b>Enrollment Limitations Impact:</b>	
<b>Course Created by:</b>	Melissa Som de Cerff
<b>Date:</b>	04/10/2011
<b>Original Board Approval Date:</b>	04/18/2016
<b>Last Reviewed and/or Revised by:</b>	Melissa Som de Cerff
<b>Date:</b>	10/02/2023
<b>Last Board Approval Date:</b>	12/18/2023
<b>Effective Term:</b>	FALL 2024