

COURSE OUTLINE

DISCIPLINE: Entrepreneurship

1. **COURSE IDENTIFICATION:** ENTRE 105
2. **COURSE TITLE:** Starting a Business with Limited Resources
3. **TOTAL UNITS:** 3
Lecture Hours: Normal: 54 Range: 48-54
Outside-of-Class Hours: Normal: 108 Range: 96-108
4. **GRADING:**
 - a. Letter Grade (Credit)
 - b. Pass/No Pass (Non-Credit)
5. **NUMBER OF TIMES A COURSE MAY BE TAKEN:**
 - a. Once (Credit)
 - b. Unlimited (Non-Credit)
6. **REQUIRED AND/OR RECOMMENDED BACKGROUND:**

Prerequisite(s): None
Corequisite(s): None
Advisory: None
Advisory - Concurrent Enrollment: None
Advisory - Prior Enrollment: None
7. **CATALOG DESCRIPTION:**

Entrepreneurs start and grow businesses in home offices, garages, and even on public transportation using a laptop or smartphone. Social media and technology have leveled the playing field for the ordinary person wanting to become an entrepreneur. These entrepreneurs are finding creative ways of starting businesses, in spite of limited networks and financial resources. This course will introduce students to bootstrapping (limited-resource startup concepts and strategies), social media strategies and platforms, cybersecurity, and tactics to launch their business or expand their reach. Students will experience entrepreneurial situations and best practices through case studies, interactive sessions, and class exercises.
8. **CONTENT**
 - a. Bootstrapping
 - i. Definition of bootstrapping
 - ii. Funding your startup on a bootstrap budget
 - iii. Reduction of the cost of running a small business
 1. Technology solutions for small business
 2. Virtual office spaces

- 3. Barter
- 4. Identify all available resources
- 5. Key partnerships
- iv. Target goals and progress measurements
- v. Identification of businesses that need less start-up capital
- vi. Identification of businesses that generate fast cash
- vii. Affordable losses
- viii. Online versus traditional business presence
- b. Social Media Marketing
 - i. Lean social media selection
 - ii. Creative branding
 - iii. Communication channels
 - 1. Relationships with influencers
 - 2. Social media conversations
- c. Introduction to Cybersecurity
 - i. Small Business
 - ii. Website
 - iii. Email
 - iv. Data Protection Strategy

9. OBJECTIVES:

- a. Identify sources of start-up funding
- b. Create business ideas and develop target goals and progress measurements.
- c. Identify marketing and social media channels that are best suited to entrepreneurial endeavors.
- d. Understand how to use social media as a marketing tool.
- e. Create accounts and launch business via relevant social media platforms.
- f. Recognize and understand basic cyber threats to small businesses.

10. METHODS OF INSTRUCTION - May include any of the following:

- a. Lecture
- b. Lab
- c. Demonstrations
- d. Guest speakers
- e. Internet instruction
- f. Collaborative group work
- g. Web-based presentations
- h. One-on-one tutorials
- i. Outside research
- j. Small group or directed class discussions
- k. Student-instructor conferences
- l. Study groups
- m. Computer assisted instruction
- n. Audio visual presentations
- o. Field trips

11. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:

- a. **READING:** Students will read course materials pertaining to Lean Market Value and prepare for class discussion.
- b. **WRITING:** Students will write an essay after reading articles from the professional literature. Topic shall be a current marketing event involving social media. Sources shall be cited.
- c. **CRITICAL THINKING:** Students will critique a sample Bootstrap budget which will include issues of technology, office space, identified resources and key partnerships

12. METHODS OF EVALUATION - May include any of the following:

- a. Grading scale specified in the course syllabus
- b. Analytical projects
- c. Application of knowledge/skill
- d. Class presentations
- e. Completion of homework assignments
- f. Creative projects
- g. Demonstrated ability
- h. Essay exams
- i. Essays
- j. Group projects
- k. Journals
- l. Lab reports
- m. Laboratory projects
- n. Notebooks
- o. Oral reports
- p. Participation in classroom discussion
- q. Performance
- r. Portfolios
- s. Problem sets
- t. Research papers
- u. Research projects
- v. Simulations
- w. Standardized tests
- x. Written essays, reports

13. RECOMMENDED TEXTS AND SUPPORTING REFERENCES:

Cornwall, Jeffery. *Bootstrapping*, ed. Prentice Hall, 2009, ISBN: 978-013604425

Lamplugh, Mark Jr. *Marketing Playbook for Social Media: Using Social Media to Drive Sales and Build Brand Awareness*. CreateSpace Independent Publishing Platform, 2018.