

All Fields Report

Basic Course Information

College	Cañada College
Discipline	BUS.-Business
Course Number	158
Full Course Title	Startup and Freelance Fundamentals
Catalog Course Description	Designed for students of various disciplines who wish to start their business or work as freelancers or independent contractors. It provides practical knowledge on how to start a business - from getting a business license to getting your first customer. Topics include: opportunity recognition, marketing, social media strategy, customer service, financing with limited resources, planning and managing a business, legal aspects, and special issues for independent contractors and freelancers.
Class Schedule Course Description	Designed for students of various disciplines who wish to start their business or work as freelancers or independent contractors. It provides practical knowledge on how to start a business - from getting a business license to getting your first customer. Topics include: opportunity recognition, marketing, social media strategy, customer service, financing with limited resources, planning and managing a business, legal aspects, and special issues for independent contractors and freelancers.

Proposal Information

Proposed Start	Year: 2021 Semester: Fall
Proposed Curriculum Committee Meeting Date:	05/14/2021
Deadline for submission to Dean's Queue:	04/08/2021
Deadline for submission of curriculum proposal to the Technical Review Committee:	04/20/2021
Proposal Origination Date:	03/15/2021
Justification For Board Report OR Curriculum Inventory update:	<p>1. For NEW Courses: Provide a brief justification statement describing the need for the course, its place in the curriculum, and pertinent information such as the role of advisory committees. New courses require approval of the SMCCCD Board of Trustees. The justification statement will be included on the annual Curricular Board report. Use complete sentences and present tense.</p> <p>2. For all types of Course MODIFICATIONS (modifications, banking, deletions and reactivations): Provide a brief justification statement describing the need for the change. The justification statement will be used for course updates in the State Curriculum Inventory as necessary. Use complete sentences and present tense.</p> <p>The business department has decided to bank this course due to low enrollment and a strategic decision to consolidate efforts into BUS 150 Small Business Management.</p>
Honors Course	No
Open Entry/Open Exit	No 0

Equivalent Courses

Will this course replace an existing course in the catalog, or an experimental course?	Yes
If yes, identify and explain.	BUS158 will replace BUS. 680CB which is an experimental course.
Similar Courses	
Is there a similar or equivalent course in SMCCCD?	No
Added Similar Courses	

Units/Hours				
Unit Types	Fixed			
Units	Min: 3.00			
Variable Range	Range (or)			
Hours				
Please enter hours as per term values				
Method	Min Hours	Max Hours	Min Faculty Load	Min Units
Lecture	48.00	54.00	3.00	3.00
Lab	0.00	0.00	0.00	0.00
TBA	0.00	0.00	0.00	0.00
Work Experience	0.00	0.00	0.00	0.00
Field Experience	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00
Homework	96.00	108.00	0.00	0.00
Other Hours				
Course Details				
Repeatable for Credit	No			
Grading Methods	Grade Option (Letter Grade or Pass/No Pass)			
Audit	Yes			

Materials Fee	
Fee Required?	No

Student Learning Outcomes	
Upon successful completion of this course, a student will meet the following outcomes:	
1. Identify and evaluate business opportunities and financial feasibility including bootstrapping and fundraising options ranging from freelance jobs to small business startups.	
2. Apply contemporary marketing techniques and web technologies to successfully promote a small business or establish independent contracts involving art, design and services.	
3. Explain the legal environment freelancers and small business owners operate in.	

Course Objectives	

Upon successful completion of this course, a student will be able to:

1. Analyze and evaluate business opportunities for artists, designers, and other professionals.
2. Explain small business ownership, self-employment, and freelancing.
3. Plan and develop effective small business marketing including internet and social media strategies.
4. Apply effective sales and customer service skills.
5. Construct a product and service development plan.
6. Evaluate current technologies and tools for selling on the internet.
7. Assess basic financial models and statements for small business and self-employment.
8. Explain special legal and business topics for artists, designers and other professionals.

Course Lecture Content

1. Business Ownership, Freelancing, and Entrepreneurship
 1. The Entrepreneur
 2. The Business Owner
 3. The Freelancer
 4. Entrepreneurial Mindset
 5. Self-Employed as Entrepreneurs
2. Business Idea and Feasibility
 1. Opportunity Recognition and Evaluation
 2. The Role of Creativity
 3. Looking for Trends
 4. Creating a Viable Business Concept and Business Model
3. Small Business Marketing
 1. Effective Marketing Strategies
 2. Niche Markets
 3. Internet and Mobile Devices Marketing
 4. Selling and Distribution Channels
 5. Selling to the Internet Generation
 6. Social Media Strategy
 7. Branding
 8. Market Research and Competition
4. Product and Service Development
 1. Product/Service Innovation
 2. Industry Change as Opportunity
 3. Spotting New Trends
 4. Basic Conditions for Successful Products and Services
 5. Patents, Trade Secrets, and Copyrights
 6. Prototyping, sourcing, product/service specifications
5. Entrepreneurial Finance
 1. Entrepreneurial Financial Strategy
 2. Sustainable Revenue Model
 3. Debt Financing
 4. Bootstrap Financing
 5. Crowd Funding
6. Planning
 1. Marketing Plan
 2. Financial Plan
7. Special Topics for Artists and Designers
 1. Intellectual Property Rights
 2. Contracts

- 3. Selling and Pricing of Goods and Services
- 4. Outsourcing and Contract Manufacturing
- 5. Attending and Presenting at Trade shows
- 6. Accounting Practices
- 7. Business Ethics

Course Lab Content

TBA Hours Content

Frequently Recommended Preparation

Frequently Recommended

Eligibility for READ 836 and ENGL 836; or ENGL 847 or ESL 400.

Writing

1. Write complete sentences and unified paragraphs.
2. Use correct basic punctuation, grammar and syntax.

Reading

1. Read material at 9th grade level accurately and with good comprehension.
2. Determine word meanings of vocabulary used in material at this level.

Justification for Frequently Recommended Preparation

Why is the knowledge of the recommended course(s), skill(s) or information necessary for students to succeed in the "target" course? Specify the relationship between the recommended knowledge and skills required of students and those taught in the "target course? (Please list the specific proficiencies students must possess in order to succeed in the "target" course.)

Students need to have basic reading and writing skills to complete the required reading and writing assignments in this course.

Other Recommended Preparation

You have no defined prerequisites.

Prerequisites/Corequisites

You have no defined prerequisites.

Content Review

You have not defined content review.

Mode of Delivery

Modes of Delivery

Lecture

Representative Instructional Methods

Methods

Lecture
Discussion
Guest Speakers

Other Methods

Representative Assignments

Writing Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. A minimum of one analytical essay 3 - 5 pages in length per term on the topics assigned, which is related to the discussion in class during the week. For example, students might be asked to develop and/or evaluate a small business plan.
2. Evaluate and write a minimum of one paper per term of approximately 750 - 1000 words to critique subjects related to class topics such as evaluating a firm's marketing plan or financing strategy.
3. Develop a business plan of approximately 6 - 10 pages in a group or as an individual.

Reading Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- Weekly reading assignments from textbook, approximately, 20-30 pages.

Other Outside Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- Not applicable

To be Arranged Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- Not applicable

Representative Methods of Evaluation

This section defines the ways students will demonstrate that they have met the student learning outcomes.

Student grades will be based on multiple measures of student performance. Instructors will develop appropriate classroom assessment methods and procedures for calculating student grades, including the final semester grade. The following list displays typical assessment methods appropriate for this course. The actual assessment methods used in a particular classroom and section will be listed in the instructor's syllabus.

Methods must effectively evaluate critical thinking. Credit courses must include written communication, problem solving, and/or skills demonstrations.

Multiple measures may include, but are not limited to, the following:

Methods	<ul style="list-style-type: none"> • Class Participation • Class Work • Exams/Tests • Group Projects • Homework • Oral Presentation • Papers • Projects • Quizzes • Research Projects • Written examination
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Representative Texts

Textbooks such as the following are appropriate:

Formatting Style APA

Textbooks

1. Black, Yuwanda. *The Ultimate Freelancer's Guidebook*, 1 ed. New York, NY: Adams Media, 2016
2. Barringer, Bruce R. and Ireland, Duane R.. *Entrepreneurship: Successfully Launching New Ventures*, 6th ed. Boston, MA: Pearson, 2019

Manuals

You have no manuals defined.

Periodicals

You have no periodicals defined.

Software

You have no software defined.

Other

You have no other defined.

Degree/Certificate Applicability

Designation	Degree Credit
Proposed For	AA/AS Degree Certificate/Skill Award
Course	Are there degrees/certificates to which this course applies? 1. Custom Dressmaking/Small Business

Designation Text	Oriented AS Degree Program 2. Custom Dressmaking/Small Business Oriented Certificate of Achievement 3. Entrepreneurship and Small Business Management AS Degree Program 4. Entrepreneurship and Small Business Management Certificate of Achievement 5. Technical (Apparel Industry Oriented) AS Degree Program 6. Technical (Apparel Industry Oriented) Certificate of Achievement
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General Education/Degree/Transfer Course	
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CSU Transfer Course	
	Transfers to CSU Approved

Resources Needed	
Adequate Library Resources	Consultation with the Coordinator of Library Services regarding the adequacy of campus and online information resources to fulfill course objectives is required prior to course approval. Adequate Please Specify:
Affected Resources	Which of the following resources do you expect to be affected by the offering of this class? Check as many as appropriate.
	None of the above
Explain what effect the areas you have checked will have upon this college:	

Comparable Transfer Course Information	
Are there comparable courses?	Yes
Edit/Del	College Info

Minimum Qualification	
No Minimum Qualifications For this Course	

CB Codes	
CB03 TOP Code	0506.40 - Small Business and Entrep
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	D - Possible Occupational
CB11 California Classification Codes	Y - Credit Course

CB21 Levels Below Transfer	Y = Not Applicable
CB23 Funding Agency Category	B = Partial Economic Development funds
CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Codes/Dates

Entry of Special Dates

Instruction Office Review	
Last Outline Revision	
Content Review	
CC Approval	05/14/2021
DE Approval	
Effective Term	Term: Fall Year: 2021

Web Catalog

Course Family	
Web Catalog	<input type="checkbox"/> Exclude from Web Catalog

Instructional Services

Implementation Date	
Originator	Candice Nance
Origination Date	03/15/2021
Proposal Type	Cañada Course Banking
Parent Course	BUS. 158 Startup and Freelance Fundamentals Active (10811)
C-ID Numbers	
CB00 State ID	CCC000588087
CB03 TOP Code	0506.40 - Small Business and Entrep
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	D - Possible Occupational
CB10 Course COOP Work Exp-ED	N = Not part of Coop Work Exp
CB11 California Classification Codes	Y - Credit Course
CB13-Special Class Status	N - Not Special
CB21 Levels Below Transfer	Y = Not Applicable
CB22 Non Credit Course Category	Y - Not Applicable
CB23 Funding Agency Category	B = Partial Economic Development funds
CB24-Program Course Status	1 = Program Applicable

CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Web Catalog Metadata