

RED ROCKS COMMUNITY COLLEGE
Starting a Small Business
SBM 101
Friday January 24, 2014 Hours 5:00pm - 10:00pm
Saturday January 25, 2014 Hours 8:00am – 5:00pm

Instructor: Tom Warren
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Course Description: This course focuses on an introduction to the key issues of starting a small business. Emphasis is on reviewing the basic elements of startup including analyzing feasibility, choosing a legal structure, securing licenses, insurance, financing and what financial reports are and how to use them. We will also discuss setting specific, measurable goals which align with business strategy, drive business results, and are meaningful to all stakeholders

The class will be participative and flexible to meet the needs of the participants. It will include building a basic business plan actual small business operation and include discussions and presentations by participants.

Course Objectives:

Learn how to, and practice skills to:

- Identify various ways of establishing a business.
- Pitfalls and advantages of owning your own business
- Getting started with name, location and promotion of the business
- Analyze customer base and drivers
- Legal and insurance considerations
- Introduction to meaning of cash flow
- Ideas on how to enroll employees, customers, investors, and other stakeholders

Resources:

The course will follow the text “Steps to SMALL BUSINESS START-UP”, Sixth Edition authored by Linda Pinson & Jerry Jinnett as well as in-class lecture materials. Please be prepared to take notes of key discussion items that you would like to retain as reference.

Evaluation and Grading, Attendance:

Class participation is an important component of your grade. Each person will be expected to participate in the class just as a great manager would expect from their staff in a business. The class will include a case study on an existing small business where you will be expected to use and apply the tools taught throughout the course.

- Class Participation, case study, & discussion – 50 points
- Final Test – 50 Points

The following grading will be followed:

- A = 100 – 90 points
- B = 89 – 80 points
- C = 79 – 70 points
- D = 69 – 60 points
- F = Below 60 points

Course Outline for “Starting a Small Business”

1.	Getting started: <ul style="list-style-type: none"> - Introductions - Review of class agenda & desired outcomes - Why are we here?
2.	Small Business Today: <ul style="list-style-type: none"> - Defining small businesses - Defining an entrepreneur - Personal assessment
3.	Finding a Business: <ul style="list-style-type: none"> - Developing your own business - Buying an existing business - Franchises
4.	Determining Business Feasibility <ul style="list-style-type: none"> - Researching ideas - Understanding your market and competitors
5.	Choosing a Business Name <ul style="list-style-type: none"> - What to consider
6.	Choosing a Business Location <ul style="list-style-type: none"> - Analyzing options - Leases
7.	Developing a Home Based Business <ul style="list-style-type: none"> - Pros & Cons - Tax ramifications
8.	Choosing a Legal Structure <ul style="list-style-type: none"> - Comparisons of types of incorporating - DBA
9.	Presenting Your Business: <ul style="list-style-type: none"> - Graphic identity - Promotion materials
10.	Protecting Your Business: <ul style="list-style-type: none"> - Copyrights, trademarks, patents - Contracts and other legal concerns
11.	Securing a Business License: <ul style="list-style-type: none"> - Relevance of location - Applying for licenses
12.	Registering a Fictitious Name: <ul style="list-style-type: none"> - DBA's
13.	Obtaining a Seller's Permit: <ul style="list-style-type: none"> - Purpose of permits - Sales tax reporting
14.	Setting Up Bank Accounts: <ul style="list-style-type: none"> - Understanding bank services
15.	Selecting Your Insurance: <ul style="list-style-type: none"> - Types of insurance available - Health insurance & employee benefits

16.	Using the Internet: <ul style="list-style-type: none"> - Company web sites - Customer communication
17.	Financing a Business: <ul style="list-style-type: none"> - Borrowing money - Alternatives and cost
18.	Keeping Your Books: <ul style="list-style-type: none"> - What's important and where to begin - How to use them
19.	Success or Failure: It Depends on Cash Flow: <ul style="list-style-type: none"> - Defining cash flow - Impact of timing
20.	Developing a Marketing Plan: <ul style="list-style-type: none"> - Who/What/When/Why/How much - 4 P's
21.	Promoting Your Business: <ul style="list-style-type: none"> - Alternatives - Internet marketing
22.	Business Planning: Your Key to Success: <ul style="list-style-type: none"> - Creating a Business Plan

Note: The course agenda and subject matter may be modified by the instructor under their discretion to accommodate flow of the course including but not limited to specific needs and interests of the attending students in order to best achieve course objective.

OTHER:

Red Rocks Community College will provide accommodations for qualified students with disabilities. To request accommodations, contact the Office of Disability Services at your earliest convenience. The Office of Disability Services is located in the Learning Commons Room 1185. Please contact the office at 303.914.6733, V/TDD at 303.914.6737 or email at ODS@rrcc.edu if you have any questions.