Course Title: How to Start and Operate a Small Business

Course web page: http://www.collin.edu/ce/courses/how_start_operate_sm_bus.html

Course Description:
Starting a business can be exciting and yet challenging if you don’t know the right components to put in place. In this course you will learn what it takes to start a business, the decision making process regarding the legal entities of registering a business, the planning process when it comes to writing a business plan and marketing using the traditional route as well as social media and why knowing the financials are an important part of the process when considering starting a business.

Suggested Course Prerequisite(s): N/A

Course Objectives:
1. Decide if starting a small business is the right option
2. Understand the legal aspects
3. Understand how to register their business
4. Know why the planning process is important
5. The purpose of a business plan
6. How marketing and social media is used in getting the word out
7. Why financials are important

Lesson Plan – by week or session

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.
http://www.collin.edu/studentresources/personal/studenthandbook.aspx