

CALIFORNIA SCHOOL OF BUSINESS
ECBM 805: Challenges of Starting a Business

I. Objective of this course: This course offers a general understanding about entrepreneurship and entrepreneurial organizations. The opportunities and challenges of starting and operating small businesses will be covered in this course. It also addresses why some new start-ups fail in early stages of their operations and suggests ways to succeed in managing small businesses. Considering the importance of financing for most small business, various methods of financing including assistance provided through the Small Business Administration will be addressed.

II. Text:

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III. Teaching methods: self-paced distance learning assisted by teleconferencing and electronic communication with the instructor.

You have the opportunity and challenge of setting your own rate of progress. The obvious advantage is that you are not bound to someone else's class schedule. The disadvantage is that you must be self-motivated. We will help you maintain your progress. However, the responsibility is yours. Set a study schedule and keep to it. If you have questions, contact your instructor.

IV. Evaluation: Completion of the final examination: 100 points

V. Grade system: A = 90% or better, B = 80%, C = 70%. A minimum passing grade of C is required to pass the test.

VI. Reading assignments:

- 5.0 Build a Better Baby and They Will Come
- 5.1 What Is an Entrepreneur?
- 5.2 The Importance of Small Business to the U.S. Economy
- 5.3 What Industries Are Small Businesses In?
- 5.4 Advantages and Disadvantages of Business Ownership
- 5.5 Starting a Business
- 5.6 The Business Plan
- 5.7 How to Succeed in managing a Business

VII. Anticipated learning outcomes:

Graduates of this course will be able to:

- Define entrepreneur and entrepreneurial organizations.
- Describe the three characteristics of entrepreneurial activity.
- Identify potential advantages to starting your own business.
- Explain the importance of small businesses to the U.S. economy.
- Explain why small businesses tend to foster innovation more effectively than large ones.
- Describe some of the ways in which small companies work with big ones.
- Describe the goods-producing and service-producing sectors of an economy.
- Identify the industries in which small businesses are concentrated.
- Summarize the advantages and disadvantages of a business ownership
- Explain what it takes to start a business.
- Evaluate the advantages and disadvantages of several small business ownership options-starting a business from scratch, buying an existing business, and obtaining a franchise.
- Discuss the importance of planning for your business, and identify the key sections of a business plan.
- Discuss ways to succeed in managing a business, and explain why some businesses fail.
- Identify sources of small business assistance from the Small Business Administration

VIII. Additional References:

Students may also access the valuable references provided in their textbook.