

## Collin College - Continuing Education COURSE SYLLABUS

<b>COURSE INFORMATION</b>
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**Course Number:** SBMT 7865

**Course Title:** How to Start and Operate a Small Business

**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 Resources:** None

**Learning Outcomes:**

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

**Certification Notes:**

**Next course recommendation:** How to Develop a Business Plan

**Refund Policy:** Please refer to [www.collin.edu/ce/inforegistrar.html](http://www.collin.edu/ce/inforegistrar.html) for our refund policy. No refunds after the start time of the first class.

**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-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

**Course Sessions:** Listed are guidelines 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.

**Lesson Plan – by week or session:**

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.