

Grossmont-Cuyamaca College Community District Articulation Agreement

High school(s): Mount Miguel		College: Cuyamaca	
High School Course	Credits	College Course	Units
Virtual Enterprise 1, 2	10.0	BUS 111 Entrepreneurship – Starting and Developing a Business	3.0

1. Course Prerequisites

None.

2. Recommended Preparation

None.

3. College Course Description

Provides the prospective small business owner or entrepreneur with the most up-to-date skills necessary in the planning function of opening one's own business. Emphasis is on sources of financing, site locations, legal problems, marketing, including an overview of web and internet marketing organizational structure, and self-analysis to determine one's personal readiness for entrepreneurship.

4. Required Content for Articulation

- A. Entrepreneurial analyses of potential opportunities
- B. Creating business opportunities from different economic avenues
- C. Market and customer differentiation
- D. Sales and customer relationship management
- E. Using product, price, promotion, and distribution to create the optimal marketing strategy
- F. Analysis of the income statement, balance sheet, and statement of cash flows
- G. Different financing alternatives using debt or equity
- H. Organizational formation and legal structure
- I. Human resource management and leadership within a small organization
- J. Differentiating business failure and success
- K. Business plan creation and presentation
- I. Investing for future growth and conservation of capital and resources

5. Required Competencies (SLOs) for Articulation

Students will be able to:

- A. Analyze problems that small businesses face in order to create a more successful mode that differentiates failure from success as seen in a profitable business venture.
- B. Describe different sources of funding that are used for new business ventures and explain how each can be used to acquire or expand new operations.
- C. Explain the advantages and disadvantages of corporations, limited liability companies, partnerships and sole proprietorships as forms of business ownership, and provide examples of each.
- D. Differentiate between debt, equity and personal financing and describe how each might be used, and the advantages and disadvantages of using them to start a small business.
- E. Write a complete business plan according that can be used for a new or pre-existing business.

- F. Explain how income statements, balance sheets and the statement of cash flows are used for internal and external organizational purposes.
- G. Create an effective organizational structure that describes techniques for effective leadership and human resource management at all levels.

6. Assessment Methods

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- A. Tests (objective)
- B. Projects
- C. Final exam (objective, essay)

7. RUBRIC: Attached (if applicable)

8. Texts and other supporting materials (software.etc.)

Mariotti, Entrepreneurship and Small Business Management. 3rd edition. Pearson, 2016.

9. Criteria for Course Articulation


- A. High school and college teachers attend articulation meetings to determine curriculum alignment and articulation competency rubric.
- B. Student must pass high school course with a grade of "B" or better and have mastered course competencies as identified in the articulation competency rubric.

Articulation meeting held: Fall, 2020

Effective date: September 2020

Expiration date: September 2023

School or Institution/CTE/Signatures

 4/29/21
 Teacher Date

JAMES MCGARLAND
 Teacher (print name)

 4/29/21
 Principal Date

MT. MIGUEL H.S.
 School/Institution

College Signatures



Pat Newman Mar 5, 2021
 Department Lead, Cuyamaca College Date

Pat Newman
 Department Lead (print name)

 Mar 5, 2021
Larry McLemore (Mar 5, 2021 16:38 PST)
 Dean of CE, Cuyamaca College Date

Larry McLemore
 Dean of CE (print name)