

ENSB 270 – PREPARING FOR BUSINESS GROWTH 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

Once a business has successfully entered the market and is operating successfully, it is time to plan for future growth and expansion. This course will focus on the next steps necessary to expand an existing business: identifying new markets and growth opportunities, developing the internal structure and systems to support growth, developing the appropriate workforce, and mitigating risks and challenges associated with growth. The course will use real world examples, including student owned businesses, to model how businesses scale up to larger markets

Prerequisites: None

Semester Offered: Spring

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

1. Develop a plan for sustainable growth of a business
2. Identify new markets and growth opportunities

3. Describe how business structure affects growth options
4. Identify legal issues often encountered by small businesses
5. Understand how to build, motivate, and manage teams
6. Describe how global brands are built
7. Understand how to budget and use accounting tools to guide strategic growth
8. Understand various forms of financing for growth opportunities
9. Model negotiation skills for managing deals and contracts
10. Understand project management tools to manage growth