

EASTERN ARIZONA COLLEGE
NxLevel Entrepreneurial Management
Course Design
2011-2012

Course Information

Division Business
Course Number SBM 261
Title NxLevel Entrepreneurial Management
Credits 3
Developed by Ron Nielsen
Lecture/Lab Ratio 3 Lecture/0 Lab

Transfer Status

ASU	NAU	UA
Non Transferable	Elective Credit	Non Transferable

Activity Course Yes
CIP Code 52.0703
Assessment Mode Portfolio
Semester Taught Upon Request
GE Category None
Separate Lab No
Awareness Course No
Intensive Writing Course No

Prerequisites

None

Educational Value

Small Business Owners and/or Managers concerned about being proficient in all phases of Small Business Management, and who feel that creating new jobs in the community is an important goal.

Business Owners who are starting a business or need to look at business expansion, relocation, or finding new capital for a means to move their business to the next level.

Description

NxLevel is designed to help entrepreneurs learn the skills needed to create, develop, and strengthen successful business ventures. NxLevel addresses the special needs of the entrepreneurs by providing a practical, hands-on, common sense approach to developing their small business-whether just starting out or ready to grow and expand. NxLevel incorporates (1) experienced business educators, with prominent business leaders as guest speakers for each teaching module, (2) networking and learning opportunities with local business leaders and participants, (3) comprehensive textbooks, workbooks, and resource guides, (4) one-on-one business counseling and support as needed or desired, (5) learning environment to practice creative problem solving.

Supplies

Personal Notebook

Competencies and Performance Standards

1. Demonstrate an understanding of the course curriculum and expectations.

Learning objectives

What you will learn as you master the competency:

- a. Learn the difference between being an entrepreneur and "having/creating a job."
- b. Gain knowledge of the components of the NxLevel Business Plan.
- c. Develop a list of goals and objectives and a mission statement.
- d. Experience networking with class participants.

Performance Standards

Competence will be demonstrated:

- when learner produces a Mission and Vision Statement for his/her business.

Criteria-Performance will be satisfactory when:

- learner demonstrates his knowledge of an entrepreneurs responsibility to the company.
- learner can produce an outline for the NxLevel Business Plan.
- learner experiences the value of networking with fellow classmates.

2. Believe in importance of the business planning process and uses (internally & externally).

Learning objectives

What you will learn as you master the competency:

- a. Familiarize self with the components and organizations of business plans.
- b. Gain knowledge of the need for, how to do, and where to do market research.
- c. Begin market research through the identification of industry-specific and global resources.
- d. Build networking through interaction with other entrepreneurs and guest speakers.

Performance Standards

Competence will be demonstrated:

- when market research plan demonstrates understanding of the process.

Criteria-Performance will be satisfactory when:

- learner demonstrates understanding of the organization of business plans.
- learner organizes market research plan.

3. Identify and select a legal structure for your business.

Learning objectives

What you will learn as you master the competency:

- a. Become aware of legal issues facing small business and the outside resources available for help.
- b. Identify internal and external management team members.
- c. Determine current and future employee needs and related expenses.

- d. Identify business insurance, other risk management needs, and associated costs.

Performance Standards

Competence will be demonstrated:

- o when learner can perform risk analysis.
- o when learner selects legal structure.

Criteria-Performance will be satisfactory when:

- o learner can verbalize legal issues facing business.
- o learner can list internal and external management team members.

4. Acknowledge impact of marketing issues on day to day business operations.

Learning objectives

What you will learn as you master the competency:

- a. Understand the necessity for market analysis.
- b. Develop customer profile and analyze competition.
- c. Use customer and competitive profiles to analyze market potential.
- d. Understand the relationship between the 4P's of marketing.

Performance Standards

Competence will be demonstrated:

- o when learner can define and explain relationship of 4P's marketing.

Criteria-Performance will be satisfactory when:

- o learner can perform a market analysis.
- o learner can perform a competitive analysis.
- o learner can identify his/her target market.

5. Appreciate what an entrepreneur has to do to implement marketing strategies and tactics.

Learning objectives

What you will learn as you master the competency:

- a. Acknowledge the importance of the business image in overall marketing strategies.
- b. List the elements that influence price and the price/quality relationship.
- c. Understand the principals of customer service and their impact on profitability.
- d. Examine promotional tools and select the most effective mix for his/her business.

Performance Standards

Competence will be demonstrated:

- o when market plan is complete and has time frames and responsibilities built into the plan.

Criteria-Performance will be satisfactory when:

- o learner lists the image characteristics for his/her business.
- o learner determines where company position fits in the price/quality relationship.
- o learner verbalizes company's policy on customer service.

6. Validate how accounting and financial tracking systems tie to the profitability of the company.

Learning objectives

What you will learn as you master the competency:

- a. Be able to read and understand the basic financial statements.
- b. Prepare a profit and loss and a balance sheet for his/her business.
- c. Prepare a personal financial statement for company's entrepreneur.
- d. Develop ability to analyze company's financial documents.
- e. Examine the book-keeping and record-keeping activities of business and who controls them.

Performance Standards

Competence will be demonstrated:

- when entrepreneur can analyze their financials, verbalize what they see, and point out what can be done to be more profitable.
- by pointing out other operational controls necessary, and who should control them.

Criteria-Performance will be satisfactory when:

- learner has completed profit and loss and balance sheet generation.
- learner has completed personal financial statement.
- learner understands what industry standards are and why they are important to financial analysis.
- learner understands accounting controls and their necessity.

7. Acquaint self with the importance of budgeting and the role of assumptions.

Learning objectives

What you will learn as you master the competency:

- a. Explain how budgets provide performance feedback for the business.
- b. Prepare draft budgets, including sales forecast, cost of projected product units sold, fixed assets, growth start-up expenses, and miscellaneous expenses.
- c. Review and adjust statements prepared in earlier sessions.

Performance Standards

Competence will be demonstrated:

- when learner has prepared: sales forecasts, list of fixed assets, start-up expenses, cost of goods statement, and operating expenses.

Criteria-Performance will be satisfactory when:

- learner lists the various components that make up a business budget.
- learner demonstrates skill in preparing draft budget with its components.

8. Apply the concepts of Cash management to business.

Learning objectives

What you will learn as you master the competency:

- a. Calculate the Break-Even point for your business in units and sales volume.
- b. Explore ways of managing the cash-flow cycle.

- c. Explain internal operations controls relating to cash management.
- d. Approximate monthly and annual cash-flow projections with accompanying roles.

Performance Standards

Competence will be demonstrated:

- o when learner constructs a plan to manage cash-flow cycle.
- o when learner constructs monthly and annual cash-flow projections.

Criteria-Performance will be satisfactory when:

- o learner can construct a breakeven in units and sales volume.
- o learner can list operational control procedures.
- o learner demonstrates methods of managing cash-flow cycle.

9. Articulate the differences between the Projected Income Statement and the Cash Flow Projection.

Learning objectives

What you will learn as you master the competency:

- a. Prepare a monthly projected income statement and understand how it differs from the cash-flow statement.
- b. Develop a Proforma (projected) Balance Sheet and compare with the beginning Balance Sheet.
- c. Familiarize self with the Statement of Owner's Equity and Annual Cash-Flow Statement.
- d. Gain an understanding of managerial uses of financial statements.

Performance Standards

Competence will be demonstrated:

- o when learner demonstrates an understanding of managerial uses of financial statements.

Criteria-Performance will be satisfactory when:

- o learner creates a projected income statement and can explain the difference with the Cash-Flow projection.
- o learner develops a projected Balance Sheet and understands time relationships.
- o learner creates an Owner's Equity Statement and understands its value.

10. Acquire knowledge of alternative sources of business financing.

Learning objectives

What you will learn as you master the competency:

- a. Acquaint self with the differences between debt and equity financing.
- b. Understand the components of a complete financing proposal.
- c. Explore ways to "work with" the banker.
- d. Summarize financial needs for your project.

Performance Standards

Competence will be demonstrated:

- o when learner creates a project financial plan.

Criteria-Performance will be satisfactory when:

- o learner explains the difference between debt and equity financing.

- learner itemizes components of the financial plan.
- learner describes the importance of building banking relationships.

11. Cultivate aware an understanding of the "deal making" process.

Learning objectives

What you will learn as you master the competency:

- a. Acquire an understanding of the process of negotiating.
- b. Gain knowledge of negotiating techniques.
- c. Explore the "deal-making" process.
- d. Identify effective contract management and how it relates to your business.

Performance Standards

Competence will be demonstrated:

- when learner practices negotiating skills in the classroom.

Criteria-Performance will be satisfactory when:

- learner classifies the negotiating techniques.
- learner can demonstrate knowledge of how effective contract management aids business.

12. Explain the importance of growth management.

Learning objectives

What you will learn as you master the competency:

- a. Examine reasons for growing your business.
- b. Recognize the pitfalls of unmanaged growth.
- c. Gain an understanding of managed growth.
- d. Evaluate your "NxLevel" learning experience.

Performance Standards

Competence will be demonstrated:

- when learner understands the necessity of growing their business in a managed atmosphere.

Criteria-Performance will be satisfactory when:

- learner explains the difference between managed and unmanaged growth.

Types of Instruction

Lecture/Discussion/Lab

Grading Information

Grading Rationale

Evaluation Methods:

Portfolio = 100%

Grading Scale

P 70 - 100%

F Below 70%