

**Fond du Lac Tribal and Community College  
COURSE OUTLINE FORM**

**Updated 11/25/14**

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

**1. Prepared by:** \_\_\_\_\_

**2. Date submitted:** 04/08/15

3. Date approved: 08/20/09 Date revised 04/22/15, 12/27/17

**4. Department/discipline** Business

**5. Department(s) endorsement(s):** \_\_\_\_\_

**(Signatures of the person(s) providing the endorsement are required.)**

6. Course Title: Opportunity Analysis

Abbreviated course title (25 characters or less): \_\_\_\_\_

7. Course Designator: BUS 8. Course Level: 1003

9. Number of Credits: Lecture 3 Lab \_\_\_\_\_

10. Control Number (on site) 30 Control Number (online) \_\_\_\_\_

11. Catalog/Course description:

This course is designed to allow students to be able to assess the current economic, social and political climate in relation to small business development. In addition, students will learn how demographic, technological and social changes create opportunities for small business ventures.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

Exploring Business, v. 2.1", by Karen Collins. 2014. eISBN: 978-4533-6660-8

14. **Course Content** (Provide an outline of major topics covered in course)

1. Explore and identify opportunities for small business start-up and/or growth.
2. Identify and discuss significant changes, which impact small business.
3. Analyze the current economic/business environment and make recommendations as to how small business can best maximize beneficial and minimize negative changes.
4. Conduct an environmental analysis and develop a strategic plan for a specific small business (idea).
5. Discuss how developments in the local community impact the small business climate.

15. **Learning Goals, Outcomes, and Assessment**

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcomes will fulfill the identified competencies.

*Course Learning Outcomes*

Upon completion of this course, the student will be able to:

- 1. Identify opportunities for small business start-up and/or growth and determine which have the greatest possibility of economic success. (A, B, C)
- 2. Identify and construct a list of the types of external information available to assist small businesses in conducting an environmental analysis. (A, B, C)
- 3. Identify and present significant consumer trends affecting business today and in the near future. (A, B, C)
- 4. Analyze the current economic/business environment and make recommendations as to how small business can best maximize beneficial and minimize negative changes. (A, B, C)
- 5. Conduct an environmental and cultural analysis and develop a strategic plan for a specific small business (idea). (A, C, D)

16. **Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See [www.mntransfer.org](http://www.mntransfer.org)

Goal Area(s): \_\_\_\_\_