

Blue Marble University

B.B.S. Bachelor of Business Science (Entrepreneurship)

Curriculum and Course Descriptions (3 Year Program)

This great business degree program was not designed by academics, but by people in the Real World. In addition to providing a great overall business foundation, with courses such as Business Law and Payroll Withholding Taxes, the student will learn entrepreneurship, how to start a business, how to buy and sell a business, how to read company financial reports, essential bookkeeping, basic tax preparation, types of business structures, small business start-up funding, sale of securities. We even cover "crowdfunding" as a way to launch your idea. There are no general studies courses or second language requirements and the like...all business science. This course will train you to start, run and manage your own business....or help someone else manage theirs. This is an exciting program that features exercises in real business and provides you with all the tools you need to work in the business world, as well as to go and start your own business.

In this program, courses are taken sequentially for approximately a 1 month period.

We operate on a trimester schedule, which means that our academic year is divided into 3 segments of 4 months each. In each 4 month period, students take three courses in sequence, lasting about 1 month each. Therefore, for any approximate one month period, a student will be studying one course. We feel that studying one course per month is the best way to achieve in depth consideration of the subject material.

In the following table, all the courses for a particular year are shown sequentially in the column for that year.

Year 1	Year 2	Year 3
Term 1	Term 1	Term 1
Online Portfolio (1): Introduction to Blogging and the Creation of the Students Digital Portfolio of Accomplishments and Interests	How to Start A Business: Outline of the steps needed. Student will perform practical exercises relating to starting a business he/she may be interested in, and learn where to find information concerning various kinds of businesses	Getting Paid-Credit Cards and Merchant Accounts: This course delves into how to accept credit cards and debit cards for online services, or obtain merchant accounts for physical retail/wholesale transactions. Comparison of Third Party Payment Processors

Year 1	Year 2	Year 3
<p>Internet Business Research: Exercises in Conducting Internet Research on Business Topics</p>	<p>Small Business Funding Strategies: How to fund a new business. This course presents an overview with more in depth discussions in later courses.</p>	<p>Reading Financial Statements: We study what to look for in financial statements, particularly when considering the purchase of a business. Also covered is how to best present the value of a business through financial statements</p>
<p>The Kathmandu Entrepreneurs: Review of Projects, Businesses, and Advice from the Entrepreneurs of Kathmandu. Introduces Key Concepts About Entrepreneurship</p>	<p>Research Project: A research project will be assigned relating to locating manuals for starting new businesses, and other relevant information that can be useful in starting a small business. The Project is intended for inclusion in the students Online Portfolio</p>	<p>Business Valuation: Techniques for valuing a business including valuation techniques used by the IRS, and via commonly accepted accounting practices. In particular, we cover how to value small service businesses and online businesses</p>
Term 2	Term 2	Term 2
<p>Business Bookkeeping: No matter the business, each student must learn how to record cash flow and expenses and generate a financial statement.</p>	<p>Business Law (1): Contracts. What is a contract, formation and breach of contracts, and the Uniform Commercial Code will be covered as relevant to small business</p>	<p>Buying a Business: The course looks at various sources of businesses for sale, how to evaluate a business strengths and weaknesses, with emphasis on the status of the business permits, licenses, and zoning approvals.</p>
<p>Business Structures: A comparison of sole proprietors, partnerships, and corporations. How to form the legal framework for a business.</p>	<p>Business Law (2): Negligence and Products Liability. Introduction to how these laws can affect your business and acquiring insurance protection. Protection by way of corporate shield is also presented</p>	<p>Financing the Purchase of a Business: We cover what kind of deals to look for from the owner in terms of seller financing, how to bring trade contacts in as partners, what you need to apply for commercial loans.</p>

Year 1	Year 2	Year 3
Tax Preparation for Small Business: The Schedule C and corporate tax returns are studied and mastered	Business Plans: What is a business plan, how it is used, and practice constructing a plan	Selling a Business: Important and useful information in the event you might want to sell your business, including how to best organize the legal structure of your business to promote a successful sale
Term 3	Term 3	Term 3
Payroll Taxes and Other Employee Withholding Requirements: The paperwork requirements for engaging employees will be presented. Automated payroll processing will be studied	Crowdfunding: The course introduces "crowdfunding" as a way to fund a start-up business.	Chinese Products: How to locate and become a selling agent for Chinese manufactured goods. Other global sources of manufactured goods explored.
The IRS Website: The website for the Internal Revenue Service will be studied. How to find forms, how to find instructions, how to find the law will be mastered	Sale of Securities: The exemptions in the federal and state securities laws that permit a new business to sell stock directly to the public. A really excellent course that covers little known and little used exemptions in the securities laws for business raising up to \$1 million dollars	Colloquium and Independent Study (1): In depth development of a business idea. The purpose of the course is to generate a game plan for the actual start of a new business.
Business Licenses: All about licenses for various businesses, federal and state. Novel demonstration about owning a medical clinic or law office (by non-physicians or non-lawyers) will be demonstrated	Small Business Association (SBA): A review of available strategies for obtaining loans, grants, and micro loans from the only government agency that both has money to give to small business and wants to give it	Online Portfolio (2): Finalizing your Digital Reputation and Identity. Here the student will put the finishing touches on their own personal Online Portfolio of accomplishments, education, and interests

Credits: Although not really relevant in the real world, as your prospective employer will want to know mostly what you know and what courses you took, each of our courses in this program carries 3 trimester credits. 27 courses times 3 credits each yields 81 trimester credits, which is the equivalent of 68 semester credits.

As we have stated before, we drop "seat time" from each and every one of our programs. All of our students must demonstrate "Proficiency" with regard to the subject matter of their studies. Consequently, our programs are shorter.

"Seat time", which is the foundation of "accreditation" in the USA, is the old fashioned, outdated requirement that a student spend a required amount of time and/or take required general studies courses in order to receive a Bachelors Degree. Even the USA Department of Education in its "National Education Technology Plan 2010" has recognized that "seat time" has got to go. At Page 12 of the report: *"One of the most basic assumptions in our education system [accreditation] is time-based or "seat-time" measures of educational attainment.... [colleges and universities should be organized] around competence rather than seat time and others that enable more flexible scheduling that fits students' individual needs **rather than traditional academic periods and lockstep curriculum pacing.**"*