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## University of California, Riverside

### Supporting the Workforce in the City of Coachella through the Business Management Program July 2024

#### Problem Statement

Coachella's growing community fosters a strong entrepreneurial spirit, with many residents aiming to launch their own businesses. However, this transition from idea to successful venture often requires a specific skillset that many lack. This knowledge gap encompasses foundational business concepts like finance, marketing, and human resources. Additionally, applying this knowledge to develop sound business plans and navigate real-world scenarios presents a challenge. Finally, access to experienced professionals who can guide aspiring entrepreneurs on their journeys is often limited.

The consequence of these unmet needs is a potential hindrance to successful business creation in Coachella. This can stifle economic growth by limiting job creation and overall development within the city. Furthermore, aspiring entrepreneurs struggle to turn their dreams into reality due to the lack of necessary skills and resources.

According to the 2023 Greater Palm Springs Economic Report, provided by CVEP, there are 1,143 businesses established in the City of Coachella. Per page 41 of the report, "In 2020, the number of establishments per capita was the highest in Palm Desert, Rancho Mirage, and Indian Wells (0.15, or 6.5 people per establishment) and the lowest in Coachella (0.02, or 50 people per establishment.) UCR University Extension looks to serve the residents of Coachella via our Business Management Program to provide them with the training and tools that may encourage them to establish their own business.

Per the data listed on page 49 of the report, 48.7% of Coachella residents have a high school diploma or equivalent, while 7.5% earned some college credits, and 3.8% of residents have earned a Bachelor's Degree. Coachella Valley requires accessible and effective programs to bridge this gap. Equipping aspiring entrepreneurs with the knowledge and skills to launch and manage successful businesses is essential for the city's economic vibrancy and individual



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opportunity. UCR University Extension can provide training via the Business Readiness Course for those without business backgrounds, or the Micro MBA Program for seasoned business owners.

### **Proposed Program Design Summary**

UCR University Extension is pleased to propose two options as part of our Business Management Program. The Business Management Program is designed specifically for business professionals and entrepreneurs who are seeking to start their own businesses or those who currently own a business. Through a well-established bilingual Business Readiness program for those who are starting out in business and a MicroMBA for those learners who need more advanced business concepts, we propose to serve up to 50 learners in the city of Coachella over 18 months.

### **Business Management Courses**

For City of Coachella residents, UCR University Extension proposes to offer supplemental coursework to advance the business acumen of students that do not have any educational or professional background in business, students will have the option to complete our Business Readiness course. As an alternative option, students that have either educational experience or a professional background in business and management will have the option to complete the Micro MBA program.

#### ***MGT 898.13 – Business Readiness (2 units, non-credit, Spanish bilingual instruction provided)***

The course equips minority professionals from historically underserved and under-resourced communities, especially BIPOC, women, LGBTQ+, veterans, and formerly incarcerated, with a particular focus on Inland California, with essential business skills, ready-to-apply knowledge, and behaviors. For this specific target audience, small business entrepreneurship goes beyond the workforce and is perceived as a path towards becoming social and economic empowered, gaining financial independence, and generating personal wealth. In conjunction with this course, students will receive additional 1:1 virtual coaching and support at no cost provided through grant funding from the California Office of Small Business Advocate (CalOSBA).

Through the course, students will achieve the following learning objectives:

- Understand concepts of entrepreneurship and implement by the student in a business environment.
- Understand business financial management.
- Understand and apply customer discovery and competitive analysis tools.
- Understand and create a business model and plan for a real-life business



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This course is offered in partnership with Caravanserai Project, a non-profit organization based in Palm Springs, CA, with a mission to empower individuals from marginalized, under-resourced communities to launch profit and nonprofit organizations that generate financial security, economic mobility, and systemic change.

***MGT X493.46 – Micro MBA (4 units) Specialized Certificate***

The Micro MBA Program is designed to help learners develop new tools and prepare themselves for a formal MBA Program. Learners gain insight into the key areas of business, build their professional skillset, and more. They deepen their understanding of business fundamentals and of the evolving global environment. This program is recommended for learners that have some business background.

The Micro MBA program focuses on 6 overall topics: Introduction to Culture & Diversity, Strategic Business Management, Human Resource Management, Accounting & Finance, Economics, and Marketing & Communication. The program is completed over one 12-week quarter in 40 hours. Learners earn 4 academic units upon successful completion of the program. Through the course, students will:

- Develop a strong foundation in the fundamentals of business.
- Explore global culture and diversity and its impact on business practices and issues in a global environment.
- Develop and apply critical thinking and problem-solving skills, practice teamwork and collaboration, which are the essential skills and mindset for future managers and entrepreneurs.
- Apply the knowledge of business fundamentals in collaborative, cross-cultural teams to the analysis of strategic business situation, and issues that are highly relevant to today's managers and entrepreneurs.
- Virtually tour a local American business and speak remotely with senior and mid-level management to better understand the relevance of business concepts, challenges, and opportunities in today's evolving business environment.
- Network with individuals and faculty from diverse cultural, educational, and work backgrounds.



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***Business English***

In recognition of the high population of Spanish-speaking individuals living in Coachella and working in early childhood education, UCR University Extension proposes to offer Business English to enhance learner proficiency and ensure successful completion of the coursework in business management. Running parallel with our business programming options, learners will also have the opportunity to increase their proficiency in the English language in areas of business and communication. Through the Business English course series, including Business English 1 and Business English 2, learners will gain confidence in their English and develop the skills necessary to be effective communicators in wide range of business scenarios. The core courses will aim at helping the learners improve their skills in English speaking, listening, reading and writing on business topics.

**ENGL 900.10 Business English 1 (2 units)**

Business English 1 is an elective course introducing students to basic communication skills and key ideas and issues in the business world. The course covers a variety of foundational business topics, situations, and vocabulary needed for students to communicate in the language of business.

**ENGL 990.BE Business English 2 (2 units)**

Business English 2 is an elective course advancing students' communication skills and increasing their knowledge of key ideas and issues in business. The course presents a variety of business topics, situations, functions, and essential vocabulary needed for students to communicate successfully in the business world.

Upon completion of the program, a certificate ceremony will mark their successful achievement, and students will receive official transcripts.

**Program Schedule**

Unless demand is higher than anticipated and funding is available, courses offered under this grant will be scheduled in coordination with the City of Coachella's appointed Project Contact for the Business Readiness or MicroMBA programming in mind and thus offered once per the funding period.

English for Business may be taken over 4 weeks, twice a week, prior to or concurrently with the MicroMBA or Business Readiness program.

**Business Management Courses**

- Learners can complete the Micro MBA in a 12-week quarter.



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- Learners can complete the Business Readiness Course in 6 Weeks via online/hybrid Modules (offered bilingually)

### **Benefits of UCR Extension's Programs**

The University of California Riverside Extension (UCRX) has long-standing Business Management courses and certificate programs that have had a significant impact on the communities we serve. Through its involvement in pilot programs and its commitment to offering courses in English and Spanish, the UCRX programs have played a crucial role in closing the achievement gap in the Latino community throughout California. The program can be customized to meet the needs of the residents of the City of Coachella. A list of benefits of the UCRX program includes:

#### **Degree Pathways**

- Those who complete the for-credit Micro MBA program will be eligible for a \$5000 scholarship if they apply to and are accepted into the MBA program at the UCR School of Business.

#### **Bilingual Course Offerings for the Business Readiness Program**

- Recognizing the importance of language accessibility, the Business Readiness program offers business courses in both English and Spanish.
- This commitment to bilingual education enables students to engage with the material in their preferred language, deepens comprehension, and enhances their learning experience.
- Optional Business English courses may be offered in conjunction with this proposed program.

#### **Flexible Learning Options**

- The UCRX program accommodates various learning preferences and schedules by offering courses in several modalities; in-person, online, or via webcast such as Zoom.
  - The **Business Readiness Program** is offered online only at this time.
- This flexibility allows students to access the program regardless of their location or time constraints.



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**Institutional Profile**

*University of California Riverside*

UC Riverside is part of the 10-campus University of California system, which includes Los Angeles, Berkeley, and San Diego. The University of California is one of the world's largest and most renowned centers of higher education. UC Riverside is widely recognized as one of the most ethnically diverse research universities in the nation.

*UCR University Extension*

UCR University Extension is the continuing education and professional studies division at UCR. University Extension serves over 6000 working adults in the Inland Empire per year. Its programs allow learners to earn professional certificates and complete campus courses at UCR. UCR Extension offers over 60 professional and educational certificate programs.

*Palm Desert Center*

UCR Palm Desert expands the reach of University of California, Riverside into one of the fastest growing regions of California, the Coachella Valley. Established as a teaching and research center in 2005, it is a catalyst for diversification by providing relevant regional research, offers innovative academic programs that attract and retain world class talent to the region, convenes and creates partnerships that advance the public good, and enriches the cultural life of the community.

**Marketing and Program Recruitment**

A recruitment marketing campaign will be executed for the program offerings. A campaign may include elements such as geotargeted Google search and display advertising, social media outreach and print collateral. Additionally, UCR University Extension requests that we have access to or can partner with city channels like the City of Coachella's official website, official social media accounts, and other official media to promote the program.

UCR University Extension will work to manage inquiries from prospective participants and work with the City of Coachella's assigned project contact to qualify prospective participants. Both parties will work to establish program requirements, an enrollment/registration process, and the City of Coachella will be asked to approve student registration lists prior to their enrollment.

**Program Cost**

The program offers free courses to students who reside or work in Coachella. The UCRX program fees will be paid by the City of Coachella for this customized cohort offering. UCRX will be responsible for the cost of the instructors' compensation, and any miscellaneous instructional expenses. Participants will be responsible for any additional expenses such as the UCR verification of completion fee (\$75), and textbooks and materials (varies).



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**Program fees are as follows:**

There is a base fee of \$5000 for each custom section programmed, with two sections per each of the three program offerings for a total of \$30,000. Course sections programmed require a minimum of 15 students to run.

The program cost for the additional support courses, Business English 1 and Business English 2, will be \$450 per participant per course (\$900 total for both courses). A minimum enrollment of 8 participants per course will be required to provide these course offerings.

The program cost of the Micro MBA Program is \$2,995.00, with a minimum enrollment of 15 participants per course.

The program cost of the Business Readiness Course is \$550.00 per participant, with a minimum enrollment of 15 participants per course, for residents who reside or work in Coachella.

To incentivize participants to complete the business management training, UCR Extension proposes the allocation of small business grants (\$2,000) for up to 38 students who complete either the MicroMBA or the Business Readiness program.

Marketing costs will be a minimum of 20 percent of projected program tuition fees and include: development of a landing page, set up and oversight of a student interest list, collateral materials, and a digital marketing campaign targeting city residents and businesses. While the education industry on average dedicates 11.5 percent of their budget to marketing efforts, a new program offering requires an initial higher investment due to the development of new materials and to ensure communication tactics reach the intended audience. Some organizations dedicate upwards of 30 percent of a budget to marketing; however, we suggest a conservative 20 percent investment towards marketing efforts. This enables us to create a dedicated co-branded landing page, geotargeted digital advertisements, and collateral materials to be used while UCRX conducts outreach efforts and allows for the integration of marketing messaging into city communication channels to better reach city residents and businesses.



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The City of Coachella understands and agrees that after a Program schedule is approved, UCR University Extension will be investing significant resources to provide Programs under this proposed Agreement. Events such as Acts of God, change in market demand, and other factors beyond the control of either party shall not apply to this section. UCR University Extension must be notified in writing a minimum of fourteen days prior to the first-class meeting if the Program is to be canceled. A \$700.00 cancellation penalty will be assessed if the City of Coachella chooses to cancel this custom cohort after receipt of the Memorandum of Understanding (MOU.)

### Program Estimate and Prospective Residents Served

Below is an estimation of the costs associated with providing training in Business Readiness or the Micro MBA Program, and English for Business for 60 residents of the City of Coachella. Unless demand is higher than anticipated and funding is available, each course in the program will be offered once during the funding period. The estimated per course enrollment numbers and tuition listed in the Program Estimate table are provided as estimates only. The actual total enrollments per course will be adjusted based on participant interest collected through program surveys.

Offering	Per Student Cost	Projected Number of Students Enrolled	Total Cost
Flat Rate Custom Section Fee -	\$5,000	6 sections (2 sections of each of the 3 offerings)	\$ 30,000.00
Business Readiness	\$ 550.00	30	\$ 16,500.00
MicroMBA	\$ 2,995.00	30	\$ 89,850.00
Business English (concurrent with either program)	\$ 900.00	30	\$ 27,000.00
Direct Business Grant for Business Readiness or MicroMBA Completers	\$ 2,000.00	38	\$ 76,000.00





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Marketing Fee (minimum 20% of program(s) selected)	n/a	n/a	\$	47,870.00
<b>TOTAL</b>			\$	287,220.00

**Appendix I: List of Modules and Topics included in the Micro MBA Program**

<b>List of Modules and Topics</b>					
<b>Introductory Module</b>	<b>Global Culture</b>	<b>Intercultural Communication</b>	<b>Diversity, Equity, and Inclusion</b>		
<b>Module 1 – Strategic Business Management</b>	<b>Leadership and Motivation</b>	<b>Entrepreneurship and Intrapreneurship</b>	<b>Risk Management</b>	<b>Business Structure and Restructuring</b>	
<b>Module 2 – Human Resource Management</b>	<b>Strategic Human Resource Management</b>	<b>Team Dynamics and Collaboration</b>	<b>Conflict Management and Decision Making</b>	<b>Business Ethics and Corporate Social Responsibility</b>	<b>Legal Issues</b>
<b>Module 3 – Accounting and Finance</b>	<b>Understanding and Analyzing Financial Statements</b>	<b>Working Capital Management and Budgeting</b>	<b>Time Value of Money and Other Valuation Methods</b>	<b>Money and Financial Institutions</b>	<b>International Finance</b>
<b>Module 4 – Economics</b>	<b>History and Overview of American Economic System</b>	<b>Microeconomic and Macroeconomic Principles</b>	<b>Market Supply and Demand Dynamics</b>	<b>Understanding Fixed and Variable Costs of the Firm</b>	<b>Economic Policy</b>



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**Appendix II: Syllabus for the Business Readiness Program**

**Week 1 (online):**

- Business Vision, Mission. Setting Goals.
- Business Models, Planning and Implementation.

**Week 2 (Online):**

- Financial Management 101: Financial Foundations
  - Understanding Financial Statements
  - Budgeting and Forecasting
  - Cash Flow Management
- Financial Management 102: Effective Cost Management
  - Cost Identification and Analysis
  - Expense Tracking and Control
  - Cash Flow Management
- Financial Management 103: Business Growth
  - Strategic Financial Planning
  - Scaling Your Business
  - Monitoring and Adjusting Financial Plans

**Week 3 (online):**

- Customer Discovery
- The Competitors

**Week 4 (online):**

- Marketing And Sales
- Banking Reimagined

**Week 5 (online):**

- Community Engagement And Social Responsibility. Leadership Resilience
- Pitch your Business. From Pitch Design to Strategies

**Week 6 (In-Person):**

- Business Presentations