

Open Educational Resources for Entrepreneurship

[Business Strategy](#)

Covers strategies for business managers to be able to manage resources and customers, quality as well as quantity of resources, and performance through time.

[Enterprise and Individual Risk Management](#)

It covers the nature of risk, losses and opportunities, risk measurement and metrics, insurance operations, social security, etc.

[Human Resource Management](#)

Clear and concise language makes the book interesting and understandable (not to mention more fun to read) to the future HRM professional and manager alike. It is highly likely that anyone in business will have to take on an HRM role at some point in their careers. This is the goal of this book; it is useful enough for the HRM professional, but the information presented is also applicable to managers, supervisors, and entrepreneurs. (Currently in use by Northwestern Michigan College).

[Exploring Business](#)

The goal of this textbook is simple: introduce students to business in an exciting way. A source that covers topics ranging from the foundation of business, business ethics and social responsibility, business in a global environment, managing for business success, managing information and technology, etc.

[Organizational Behavior](#)

This book is not be about giving students all the answers to every situation they may encounter when they start their first job or as they continue up the career ladder. Instead, this book gives students the vocabulary, framework, and critical thinking skills necessary to diagnose situations, ask tough questions, evaluate the answers received, and to act in an effective and ethical manner regardless of situational characteristics.

[Sustainability, Innovation, and Entrepreneurship](#)

This book is suited for the Entrepreneurship or Innovation course with an emphasis on Sustainability. What are the trends and forces underlying the changing character of the business-environment relationship? How they are creating significant entrepreneurial

opportunities for individuals and companies? Around the world, the movement toward "sustainable development" has caused many firms to adopt policies and practices that reflect what is sometimes called a "sustainable business" or "triple bottom line" approach. "Triple bottom line" refers to the demonstration of strong performance across economic, social, and environmental indicators.

[Entrepreneurship and Sustainability](#)

This source covers topics such as the history of entrepreneurship and sustainability, the innovation analysis of it, energy and climate, clean products and health, biomaterials, and more. (Currently used by San Bernardino Valley College)

[Startup Smart: A Handbook for Entrepreneurs](#)

This handbook helps aspiring entrepreneurs develop a mindset and the skills to honestly evaluate their business idea. It also helps them become comfortable with the idea of business risk and how to minimize those risks where possible. Being a successful entrepreneur takes knowledge, skills, business planning resources and mentoring relationships. It also takes time, planning, patience and flexibility. This handbook provides these tools and guidance for adventurous individuals who are "ready to ride the rocket ship" of being an entrepreneur.

[Human Relations](#)

Human Relations by Laura Portolese-Dias addresses all of the critical topics to obtain career success as they relate to professional relationships. Knowing how to get along with others, resolve workplace conflict, manage relationships, communicate well, and make good decisions are all critical skills all students need to succeed in career and in life. Human Relations is not an organizational behavior; rather, it provides a good baseline of issues students will deal with in their careers on a day-to-day basis. It is also not a professional communications, business English, or professionalism textbook, as its focus is much broader — on general career success and how to effectively maneuver in the workplace.

[Entrepreneurship and Innovation Toolkit](#)

An online textbook containing ten chapters that cover the basics of entrepreneurship. It is currently used by Northwestern Michigan College.

[Fundamentals of Business](#)

A downloadable online textbook written by professors at Virginia Tech covering teamwork in business, the foundation of business, motivating employees, management and leadership, structuring organizations and more.

[An Introduction to Business](#)

A source that covers an introduction to business with topics ranging from the foundation of business, business ethics and social responsibility, business in a global environment, managing for business success, managing information and technology, etc.

[Law for Entrepreneurs](#)

Law for Entrepreneurs is an up-to-date textbook that covers the broad spectrum of legal issues that entrepreneurs must understand when starting and running a business. The text is organized to permit instructors to tailor the materials to their particular approach.

[Business Plan Development Guide](#)

A digital textbook that students can access for free that outlines guidelines for developing a business plan.

[Developing New Products and Services](#)

This free eTextbook guides entrepreneurship students through the art of service and product development.

Other OER Resources

- *Modifying an Open Textbook: What You Need to Know*,
<https://press.rebus.community/otnmodify>
- InfoKit on Open Educational Resources,
<https://www.jisc.ac.uk/guides/open-educational-resources>

Textbook Affordability Program



Background

In [response to student concerns](#) about the current price of course materials, SBCC has secured a grant to provide professional development opportunities and support for faculty interested in switching from high-cost, traditionally published textbooks to free or low-cost Open Educational Resources.

Please consult the [flow chart and stipend structure](#) for Open Educational Resources adoption guidelines and incentives.

Get Help

- For questions about OER, stipends, and the SBCC Textbook Affordability Program contact program coordinator [Camerin Poulson](#)
- For assistance finding OER and supplemental library materials contact Reference Librarian [Michelle Bone](#), Instruction Coordinator Librarian [Ellen Carey](#), or [Camerin Poulson](#).
- For technical and design assistance incorporating OER into your course contact the [Faculty Resource Center](#).
- For questions about how to offer print copies of your OER through the bookstore contact [Shane Bandy](#)
- To get a print copy of your OER placed on the library reserve contact [Camerin Poulson](#).
- For questions about acquiring accessible OER materials to support students with disabilities please contact [Laurie Vasquez](#), Assistive Technologies Specialist. To understand the interaction between accessibility and OER materials please use the [accessibility checklist](#) as a guide.