

A. Division: APPLIED PROGRAMS Date: February 26, 1987

B. Department: Commerce and Business Administration New Course: ☒
Administrative Management Program

Revision of Course Information Form: ☐

Dated: _____

C. BUS 250 D. EXPLORING BUSINESS OWNERSHIP E. 3
Subject & Course No. Descriptive Title Semester Credits

F. Calendar Description:

This is an introductory course for people who want to investigate entrepreneurship as a career option, and their suitability as potential business owners. A variety of business areas are covered, including the development of a specific business plan.

Summary of Revisions:
(Enter date and Section Revised)
e.g. 1982-08-25
Section C,E,F, and R.

G. Type of Instruction:	Hours Per Week / Per Semester	H. Course Prerequisites:
Lecture	<u>1</u> Hrs.	one BUS course recommended
Laboratory	_____ Hrs.	I. Course Corequisites:
Seminar	<u>3</u> Hrs.	<i>nil</i>
Clinical Experience	_____ Hrs.	J. Courses for which this Course is a Pre-requisite:
Field Experience	_____ Hrs.	<i>nil</i>
Practicum	_____ Hrs.	K. Maximum Class Size:
Shop	_____ Hrs.	35
Studio	_____ Hrs.	
Student Directed Learning	_____ Hrs.	
Other (Specify)	_____ Hrs.	
Total	<u>4</u> Hrs.	

L. College Credit Transfer	<input checked="" type="checkbox"/>	M. Transfer Credit: Requested <input type="checkbox"/>
College Credit Non-Transfer	<input type="checkbox"/>	Granted <input type="checkbox"/>
Non-Credit	<input type="checkbox"/>	(Specify Course Equivalents or Unassigned Credit as Appropriate) U.B.C. S.F.U. U. Vic. Other

[Signature]
Course Designer(s)
[Signature]
Director / Chairperson

[Signature]
Divisional Dean
P. A. Angus
Registrar

N. Textbooks and Materials to be Purchased by Students (Use Bibliographic Form):

*Rusnell, Dale; Exploring Business Ownership, Sponsored by Business Education
Coordinating Committee.*

Current articles from various periodicals.

Complete Form with Entries Under the Following Headings: O. Course Objectives; P. Course Content;
Q. Method of Instruction; R. Course Evaluation

O COURSE OBJECTIVES

The student will:

- 1. examine the concept of entrepreneurship, including its advantages and disadvantages to determine his level of interest in, and aptitude for, becoming a business owner;*
- 2. examine the organizational and operational features of various types of small businesses, and the position and growth of the small business sector in the macro-economic context;*
- 3. develop strategies to identify business venture opportunities;*
- 4. examine the basic components of a business plan;*
- 5. develop a detailed business plan, given an existing idea, product or service as a starting point.*

P COURSE CONTENT

Section I: The Business Ownership Option

- Module 1: What's It like to Own a Business?*
- Module 2: Are you an Entrepreneur?*
- Module 3: Success Factors in Small Business.*

Section II: Finding Opportunities for Business Ventures

- Module 4: What's Going on in the Economy?*
- Module 5: Opportunity-Hunting Skills.*
- Module 6: Business Opportunities in British Columbia.*
- Module 7: Testing Business Ideas for Opportunity*

P COURSE CONTENT con't**Section III:** *The Components of a Business Plan**Module 8: What is a Business Plan?**Module 9: Identifying the Information for a Business Plan***Section IV:** *A Business Plan**Module 10: Preparing a Business Plan***Q METHOD OF INSTRUCTION***Lectures and seminars.***R EVALUATION**

<i>Participation</i>	<i>10%</i>
<i>Group project(s)</i>	<i>20</i>
<i>Term tests</i>	<i>30</i>
<i>Business Proposal</i>	<i>5</i>
<i>Written Business Plan</i>	<i>25</i>
<i>Oral presentation</i>	<i><u>10</u></i>
	<i><u>100%</u></i>