



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A.	Division: <b>Instruction</b>	Effective Date:	<b>September 2004</b>
B.	Department / Program Area: <b>Commerce &amp; Business Admin. Business</b>	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	<b>C</b>
		Date of Previous Revision:	<b>September 2002 H</b>
		Date of Current Revision:	<b>September 2004</b>
C:	<b>BUSN 1250</b>	D:	<b>Exploring Business Ownership</b>
			<b>3</b>

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description:  <p><b>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 specific business plan.</b></p>		
<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <p><b>Lectures and Seminars</b></p>  Number of Contact Hours: (per week / semester for each descriptor)  <p><b>Lecture:           1 Hour</b>  <b>Seminar:         3 Hours</b>  <b>Total:                               4 Hours</b></p> Number of Weeks per Semester:  <p><b>15 Weeks X 4 Hours per Week = 60 Hours</b></p>	<b>H:</b> Course Prerequisites:  <p><b>English 12 with a grade of “C” or better. One BUSN course is recommended.</b></p>	
	<b>I:</b> Course Corequisites:  <p><b>Nil</b></p>	
	<b>J:</b> Course for which this Course is a Prerequisite  <p><b>Nil</b></p>	
	<b>K:</b> Maximum Class Size:  <p><b>35</b></p>	
<b>L:</b> PLEASE INDICATE:  <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div>             Non-Credit              College Credit Non-Transfer              College Credit Transfer:           </div> </div> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M:** Course Objectives / Learning Outcomes

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 organization 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.

**N:** 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.

## 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

**O:** Methods of Instruction

Lectures and seminars.

**P:** Textbooks and Materials to be Purchased by StudentsRusnell, Dale. Exploring Business Ownership, Sponsored by Business Education Coordinating Committee

Current articles from various periodicals.

<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Group project(s)</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Term tests</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Business proposal</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Written business plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Oral presentation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Participation	10%	Group project(s)	20%	Term tests	30%	Business proposal	5%	Written business plan	25%	Oral presentation	<u>10%</u>		<u>100%</u>
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Written business plan	25%													
Oral presentation	<u>10%</u>													
	<u>100%</u>													
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p style="margin-left: 40px;">No.</p>														

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Course Designer(s): **Lorne Mackenzie**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**

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