



# EFFECTIVE: JANUARY 2009 CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **January 2009**

B. Department / Program Area: **Commerce & Business Admin. Business** Revision ☒ New Course ☐

If Revision, Section(s) Revised: **H**

Date of Previous Revision: **September 2004**

Date of Current Revision: **August 2008**

C: **BUSN 1250** D: **Exploring Business Ownership** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F: Calendar Description:</b>  <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>		
<b>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</b>  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 1 Hour</b> <b>Seminar: 3 Hours</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H: Course Prerequisites:</b>  <b>One BUSN course is recommended.</b>	
	<b>I: Course Corequisites:</b>  <b>Nil</b>	
	<b>J: Course for which this Course is a Prerequisite</b>  <b>Nil</b>	
	<b>K: Maximum Class Size:</b>  <b>35</b>	
<b>L: PLEASE INDICATE:</b>  <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer:  SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a> )		

**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 Students

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

Current articles from various periodicals.

**Q:** Means of Assessment

Participation	10%
Group project(s)	20%
Term tests	30%
Business proposal	5%
Written business plan	25%
Oral presentation	<u>10%</u>
	<u>100%</u>

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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

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Education Council / Curriculum Committee Representative

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Dean / Director: **Robert Buller**

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Registrar: **Trish Angus**

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