

CURRICULUM GUIDELINES

A: Division: **Instructional** Date: **January 2000**
 B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Administrative Management**
 If Revision, Section(s) **L, P**
 Revised:
 Date Last Revised: **January 1998**

C: **BUSN 252** D: **New Venture Development and Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: Calendar Description: This course provides students with an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: Business plan development, purchasing a business, location analysis and leasing, evaluating a business opportunity, financing a business, marketing, financial management and systems, personnel management, customer relations, leadership, managing conflict and communications. The main emphasis will be on new venture management.</p>		
<p>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings: Lecture & Seminar</p> <p>Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hrs. Seminar: 1 Hr. Total 4 Hrs.</p> <p>Number of Weeks per Semester: 15 Weeks X 4 Hrs. Per week = 60 Hrs.</p>	<p>H: Course Prerequisites: Nil</p>	
	<p>I. Course Corequisites: Nil</p>	
	<p>J. Course for which this Course is a Prerequisite: BUSN 254 and FINC 255</p>	
	<p>K. Maximum Class Size: 35</p>	
<p>L: PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input type="checkbox"/> College Credit Non-Transfer</p> <p><input checked="" type="checkbox"/> College Credit Transfer: Requested <input checked="" type="checkbox"/> Granted <input type="checkbox"/></p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)</p>		

M: Course Objectives/Learning Outcomes

Business Start-up

The student will be able to:

1. develop pro-forma financial statements using computerized spreadsheets;
2. determine market potential;
3. develop a business plan;
4. describe the legal requirements to start a small business;
5. evaluate a franchise or other small business opportunity as a possible acquisition;
6. describe the key factors in selecting a retail location and layout;
7. identify sources of financing.

Small Business Management

The student will be able to:

1. develop a marketing plan;
2. develop a promotional campaign;
3. develop a budget;
4. describe the elements of systems relating to accounting, payroll, inventory control and cash handling;
5. demonstrate an understanding of financial control techniques;
6. describe the principles and application of TQM (ie: Total Quality Management);
7. describe and demonstrate the methods of hiring and training of employees;
8. describe and illustrate principles of effective personnel management relative to leadership styles;
9. explain key tax management principles that apply to small business;
10. describe the importance of managing growth and the problems that can accompany growth and success;
11. explain the important principles and considerations of ownership transfer to others - family or others outside the family.

N: Course Content

1. Role of Small Business in Canada
2. The Small Business Decision
 - personal capabilities evaluation
 - comprehensive case
3. Evaluation of Business Opportunity
 - non-quantitative assessment
 - steps in quantitative assessment
 - feasibility analysis
 - comprehensive case
4. Organizing a Business
 - business plan components
 - forms of business ownership/legal requirements
 - small business plan checklist
 - applied example
5. Buying a Business
 - sourcing and evaluation
 - buying checklist
6. Franchising
 - potential franchisee checklist
 - comprehensive case
7. Financing the Small Business
 - equity and debt financing
 - government programs
 - comprehensive case
8. Marketing Management
 - management process recap
 - marketing plan
 - marketing checklist
9. Financial Management
 - fundamentals of small business accounting
 - computerization of MIS
 - budgets
 - financial planning and operations control
 - comprehensive case
10. Operations Management
 - layouts for retail firms
 - purchasing and controlling inventories
 - total quality management
 - comprehensive case
11. Personnel Management
12. Tax Management
13. Managing Growth
 - comprehensive case
14. Managing the Transfer of Ownership
 - transfer characteristics
 - issues relating to family and non-family persons
 - information regarding closure

O: Methods of Instruction:

Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry-specific subjects.

P: Textbooks and Materials to be Purchased by Students

Balderson, Wesley D. Canadian Entrepreneurship and Small Business Management, Latest Ed.
McGraw-Hill Ryerson

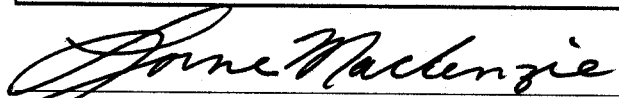
Personal computer access with word processing and spreadsheet capability.

Q: Means of Assessment

Midterm Examination	20%
Group Project	15%
Business Plan	25%
Final Examination	30%
Participation	<u>10%</u>
	<u>100%</u>


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

No.



Course Designer(s)

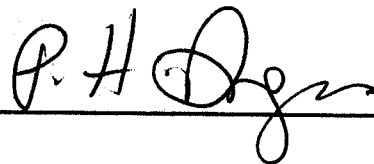
Lorne Mackenzie



Dean/Director

Jim Sator

Education Council/Curriculum Committee Representative



Registrar

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