



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **November 2001**
B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **New Venture Management**
 If Revision, Section(s) Revised: **H**
 Date Last Revised: **2000-01: L,P**

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:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hrs. Seminar: 1 Hr. Total: 4 Hrs.</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hrs per week = 60 Hrs.</p>	<p>H: Course Prerequisites: Effective September 2002, English 12 with a grade of "C" or better.</p> <p>I: Course Corequisites: nil</p> <p>J: Course for which this Course is a Prerequisite: nil</p> <p>K: Maximum Class Size: 35</p>	
---	---	--

L: PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit				
<input type="checkbox"/>	College Credit Non-Transfer				
<input type="checkbox"/>	College Credit Transfer:	Requested	<input type="checkbox"/>	Granted	<input type="checkbox"/>

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes
At the end of the course, the successful student should be able to:

Business Start-up

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

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**

Education Council/Curriculum Committee
Representative

Dean/Director: **Jim Sator**

Registrar: Trish Angus