



**EFFECTIVE: SEPTEMBER 2004**  
**CURRICULUM GUIDELINES**

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / **Commerce & Business Admin.** Revision  New Course   
 Program Area: **New Venture Management**

If Revision, Section(s) **C**  
 Revised:  
 Date of Previous Revision: **September 2002 H**  
 Date of Current Revision: **September 2004**

C: **BUSN 2252** D: **New Venture Development & Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits									
<b>F:</b> Calendar Description: <b>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.</b>											
<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  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: 3 Hours</b> <b>Seminar: 1 Hour</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>English 12 with a letter grade of "C" or better</b>										
	<b>I:</b> Course Corequisites:  <b>Nil</b>										
	<b>J:</b> Course for which this Course is a Prerequisite  <b>Nil</b>										
	<b>K:</b> Maximum Class Size:  <b>35</b>										
<b>L:</b> PLEASE INDICATE: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;"><input type="checkbox"/></td> <td style="width: 45%;">Non-Credit</td> <td style="width: 50%;"></td> </tr> <tr> <td><input type="checkbox"/></td> <td>College Credit Non-Transfer</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>College Credit Transfer:</td> <td style="text-align: center;">Requested                      Granted</td> </tr> </table> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>			<input type="checkbox"/>	Non-Credit		<input type="checkbox"/>	College Credit Non-Transfer		<input checked="" type="checkbox"/>	College Credit Transfer:	Requested                      Granted
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**M:** Course Objectives / Learning OutcomesBusiness 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

<ul style="list-style-type: none"> <li>• fundamentals of small business accounting</li> <li>• computerization of MIS</li> <li>• budgets</li> <li>• financial planning and operations control</li> <li>• comprehensive case</li> </ul> <p>10. Operations Management</p> <ul style="list-style-type: none"> <li>• layouts for retail firms</li> <li>• purchasing and controlling inventories</li> <li>• total quality management</li> <li>• comprehensive case</li> </ul> <p>11. Personnel Management</p> <p>12. Tax Management</p> <p>13. Managing Growth</p> <ul style="list-style-type: none"> <li>• comprehensive case</li> </ul> <p>14. Managing the Transfer of Ownership</p> <ul style="list-style-type: none"> <li>• transfer characteristics</li> <li>• issues relating to family and non-family persons</li> <li>• information regarding closure</li> </ul>												
<p><b>O:</b> Methods of Instruction</p> <p>Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry-specific subjects.</p>												
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Balderson, Wesley D. <u>Canadian Entrepreneurship and Small Business Management</u>, Latest Ed. McGraw-Hill Ryerson</p> <p>Personal computer access with word processing and spreadsheet capability.</p>												
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Midterm Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Group Project</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Business Plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Participation</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>	Midterm Examination	20%	Group Project	15%	Business Plan	25%	Final Examination	30%	Participation	<u>10%</u>		<u>100%</u>
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<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>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**