



Douglas College

Course Information

A: Division: **INSTRUCTIONAL** Date: **OCTOBER 1998**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **NEW VENTURE MANAGEMENT** Revision of Course Information form: **JANUARY 1998**
 C: **BUSN 253** D: **ENTREPRENEURSHIP** E: **3**
 Subject & Course No. Descriptive Title Semester Credit

F: **Calendar Description:** This course provides students with analytical frameworks for entrepreneurship self-assessment and developing a business strategy. Special attention is given to the practices followed and problems encountered in the challenging process of establishing a business from two mainstream perspectives - store-front and home-based business operations. Topics include: entrepreneurship self-assessment and career preparation, product-market strategies, the evaluation of business opportunities that are relevant to start-up and growth, franchising, and acquisitions.

Summary of Revisions:
 1998-09 Sections: B,P
 1998-01 Sections: H,I
 1997-05 Sections: H,I,N

G: **Type of instruction: Hrs per week**

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
Total:	4	Hrs.
Semester Total (4 x 15wks):	60	Hrs.

H: **Course Prerequisites:**
nil

I: **Course Corequisites:**
nil

J: **Course for which this Course is a Prerequisite:**
BUSN 254 and FINC 255

K: **Maximum Class Size:**
35

L: **College Credit Transfer** ☐
College Credit Non-Transfer ☒
Non-Credit ☐

M: **Transfer Credit:** Requested: ☐
 Granted: ☐

Specify Course Equivalents or Unassigned Credit as appropriate:
 BCOU
 SFU
 UBC
 UNBC
 UVIC
 Other:

Course Designer(s): B. Villeneuve

Dean: J. Sator

Vice-President, Instruction: L. McKendry

Registrar: P. Angus

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Good, Walter S. Building a Dream, Latest Ed. McGraw-Hill Ryerson Limited 1997

Province of British Columbia, Ministry of Small Business, Tourism and Culture.
Exploring Business Opportunities Latest Ed.

Province of British Columbia, Ministry of Small Business, Tourism and Culture.
Home-Based Business, Latest Ed.

O: COURSE OBJECTIVES**Entrepreneurship**

The student will be able to:

1. describe the importance of entrepreneurship, including its advantages and disadvantages;
2. describe the different roles performed by entrepreneurs;
3. evaluate his/her level of interest in, and aptitude for, becoming involved in business ownership;
4. identify the preparatory factors that are critical for an entrepreneurial career.

Business Opportunities

The student will be able to:

1. outline various product-market strategies that are important to market entry and the creation of profit margins;
2. evaluate a start-up and growth business opportunity;
3. evaluate a franchising opportunity;
4. evaluate a small business opportunity as a possible acquisition;
5. identify the opportunities that are best suited to home-based and store-front business operations;
6. evaluate situational factors vital to a home-based business operation.

P: COURSE CONTENT

1. Assessing Entrepreneurship Potential
 - characteristics and roles of successful entrepreneurs
 - self-assessment of entrepreneurial aptitude and skills
 - preparation factors
2. Entrepreneurial Product-Market Strategies
 - identifying new idea sources
 - evaluation of ideas
 - differentiation strategies
 - cost-leadership strategies
 - market segment focusing
 - sales planning and forecasting
3. Assessing Business Entry Strategies
 - organizing a business from start-up
 - acquisition of an existing business
 - franchising
4. Assessing Home-based and Store-front Business Operations
 - product-market considerations
 - regulations and legal requirements
 - advantages and disadvantages
5. Conducting a Feasibility Study
 - technical and market assessment
 - cost and profitability assessment
 - evaluating attainment of financing
6. Business Planning - the "Big Picture"

Q: METHOD OF INSTRUCTION

Lectures, seminar discussions, feedback instruments, case study analysis, role playing, guest lectures on specific topics relevant to entrepreneurship.

R: COURSE EVALUATION

Midterm Examination	20%
Case Studies	20%
Group Project	20%
Final Examination	30%
Participation	<u>10%</u>
	<u>100%</u>