



**EFFECTIVE: SEPTEMBER 2002**

## CURRICULUM GUIDELINES

**A:** Division: **Instruction** Date: **November 2001**

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

Program Area: **New Venture Management**

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

Date Last Revised: **1998-10: B,P**  
**1998-01: H,I**  
**1997-05: H,I,N**

**C: BUSN 253 D: Entrepreneurship E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> 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.		
<b>G:</b> Allocation of Contact Hours to Types 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 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  Effective September 2002, English 12 with a grade of "C" or better.	
	<b>I:</b> Course Corequisites:  nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  nil	
	<b>K:</b> Maximum Class Size:  35	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"> <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> </div> <div>             Non-Credit              College Credit Non-Transfer              College Credit Transfer:           </div> <div style="margin-left: 20px;">             Requested <input type="checkbox"/>             Granted <input type="checkbox"/> </div> </div>		

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

Entrepreneurship

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

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.

**N:** Course Content

1. Assessing Entrepreneurship Potential
  - C characteristics and roles of successful entrepreneurs
  - C self-assessment of entrepreneurial aptitude and skills
  - C preparation factors
2. Entrepreneurial Product-Market Strategies
  - C identifying new idea sources
  - C evaluation of ideas
  - C differentiation strategies
  - C cost-leadership strategies
  - C market segment focusing

C sales planning and forecasting

3. Assessing Business Entry Strategies

- C organizing a business from start-up
- C acquisition of an existing business
- C franchising

4. Assessing Home-based and Store-front Business Operations

- product-market considerations
- C regulations and legal requirements
- C advantages and disadvantages

5. Conducting a Feasibility Study

- C technical and market assessment
- C cost and profitability assessment
- C evaluating attainment of financing

6. Business Planning - the "Big Picture"

**O:** Methods of Instruction

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

**P:** 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.

**Q:** Means of Assessment

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

100%

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

No.

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Course Designer(s): **Bernard Villeneuve**

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus

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