

EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A.	Division:	Instruction	Effective Date:	September 2004
B.	Department / Program Area:	Commerce & Business Admin. New Venture Management	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
			If Revision, Section(s) Revised:	C
			Date of Previous Revision:	September 2002 H
			Date of Current Revision:	September 2004
C:		D:	E:	
	BUSN 2253	Entrepreneurship		3

Subject & Course No.	Descriptive Title	Semester Credits
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.	
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hours Seminar: 1 Hour Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: English 12 with a letter grade of "C" or better I: Course Corequisites: Nil J: Course for which this Course is a Prerequisite Nil K: Maximum Class Size: 35
L:	PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)	

M: Course Objectives / Learning OutcomesEntrepreneurship

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.

N: 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

<p>5. Conducting a Feasibility Study</p> <ul style="list-style-type: none"> • technical and market assessment • cost and profitability assessment • evaluating attainment of financing <p>6. Business Planning - the "Big Picture"</p>	<p>O: Methods of Instruction</p> <p>Lectures, seminar discussions, feedback instruments, case study analysis, role playing, guest lectures on specific topics relevant to entrepreneurship.</p>												
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Good, Walter S. <u>Building a Dream</u>, Latest Ed. McGraw-Hill Ryerson Limited 1997</p> <p>Province of British Columbia, Ministry of Small Business, Tourism and Culture. <u>Exploring Business Opportunities</u> Latest Ed.</p> <p>Province of British Columbia, Ministry of Small Business, Tourism and Culture. <u>Home-Based Business</u>, Latest Ed.</p>	<p>Q: Means of Assessment</p> <table> <tr> <td>Midterm Examination</td> <td>20%</td> </tr> <tr> <td>Case Studies</td> <td>20%</td> </tr> <tr> <td>Group Project</td> <td>20%</td> </tr> <tr> <td>Final Examination</td> <td>30%</td> </tr> <tr> <td>Participation</td> <td><u>10%</u></td> </tr> <tr> <td></td> <td><u>100%</u></td> </tr> </table>	Midterm Examination	20%	Case Studies	20%	Group Project	20%	Final Examination	30%	Participation	<u>10%</u>		<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>													

 Course Designer(s): **B. Villeneuve**

 Education Council / Curriculum Committee Representative

 Dean / Director: **Rosilyn G. Coulson**

 Registrar: **Trish Angus**

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Date of Current Revision: September 2004