



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

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

B. Department / Program Area: **Commerce & Business Admin.** Revision  New Course   
 If Revision, Section(s) Revised: **C, H, J**  
 Date of Previous Revision: **2002-09 H**  
 Date of Current Revision: **2004-09**

C: **BUSN 3404** D: **Entrepreneurship and New Venture Creation** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: <b>This course is an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: entrepreneurship, opportunities evaluation, business plan development, and small business management practices. Special emphasis will be placed on practical guidelines for small business importing and exporting.</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>BUSN 1330 and ECON 3300 and FINC 3305 and English 12 with a grade of "C" or better or approved equivalent</b>	
	<b>I:</b> Course Corequisites:  <b>Nil</b>	
	<b>J:</b> Course for which this Course is a Prerequisite  <b>BUSN 4401 and BUSN 4405 and FINC 4405</b>	
	<b>K:</b> Maximum Class Size:  <b>35</b>	
<b>L:</b> 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 ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**M:** Course Objectives / Learning Outcomes

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

1. assess his/her potential for an entrepreneurial career;
2. describe the attributes, skills and knowledge required to successfully start-up and manage a new venture;
3. evaluate a business opportunity by conducting a feasibility study;
4. prepare a detailed business plan;
5. describe and evaluate the legal forms of business ownership; and select the most appropriate form of business ownership in a given scenario;
6. list and explain the primary factors to evaluate when considering the purchase of an existing business; explain and apply business valuation methods;
7. define franchising; including explaining
  - . the critical provisions of a franchise agreement,
  - . the important factors to consider when evaluating a franchise opportunity, and
  - . the key steps to establishing a franchise operation;
8. describe the key factors to evaluate when selecting a business location;
9. identify and analyze the critical provisions in a lease agreement;
10. describe and apply effective practices related to small business management;
11. list and explain important practical guidelines related to importing and exporting.

**N:** Course Content:

1. Assessing your potential:
  - . characteristics of successful entrepreneurs
  - . skills/knowledge required to successfully start-up and manage a new venture
  - . a self assessment of entrepreneurship potential.
2. Evaluation of a business opportunity:
  - . conducting a feasibility study
  - . assessing market potential
  - . assessing financial viability.
3. Preparing a business plan:
  - . the business plan outline
  - . a detailed description of business plan components
  - . critiques of existing business plans
  - . course project: select a proposed business venture and prepare a detailed business plan for class presentation.
4. Organizing and purchasing a business:
  - . forms of business ownership
  - . legal requirements
  - . business valuation
  - . evaluating the purchase of an existing business.

5. Franchising:
  - . the franchise agreement
  - . evaluating a franchise opportunity
  - . establishing a franchised operation.
  
6. Location analysis/leasing:
  - . selecting a location
  - . analyzing a lease agreement
  - . buy vs lease decision.
  
7. Financing a business:
  - . sources of funds
  - . lending criteria
  - . negotiating a loan.
  
8. Managing a small business:
  - . Key issues in the areas of
    - marketing
    - financial
    - operations
    - human resources
  
9. Importing
  - . getting started
  - . paying for goods
  - . Canada Customs
  - . tariffs
  - . Free Trade Agreement
  - . import documents for goods
  - . valuation: determining value for duty.
  
10. Exporting:
  - . to export or not to export?
  - . the market study
  - . making your first country visit
  - . exporting entry strategies
  - . promoting goods abroad
  - . export financing
  - . shipping goods: choosing the right transport mode.
  
11. The Export Process:
  - . five stages of exporting
  - . export research planning
  - . initial sales
  - . expansion
  - . investment abroad
  
12. Quotation and Order Processing:
  - . quotations
  - . order processing
  - . offers and counteroffers
  
13. Arranging for Payment:
  - . insurance
  - . financing

14.	Preparing Goods for Shipment: <ul style="list-style-type: none"> <li>. packaging</li> <li>. labelling</li> <li>. packing</li> <li>. marking</li> <li>. containerization</li> <li>. documentation</li> </ul>												
<b>O:</b>	Methods of Instruction <ol style="list-style-type: none"> <li>1. Lectures</li> <li>2. Videos</li> <li>3. Cases studies</li> <li>4. Guest speakers</li> <li>5. Field trips</li> </ol>												
<b>P:</b>	Textbooks and Materials to be Purchased by Students <p>Forsythe, George R., Joan Mount and J. Terence Zinger. <u>Entrepreneurship and Small Business Development</u>, Latest Ed., Prentice Hall.</p> <p>FITT Skills 1: <u>Global Entrepreneurship</u>, Latest Ed. Ottawa: The Forum for International Trade Training (FITT).</p> <p>Selected readings and handouts related to importing/exporting.</p>												
<b>Q:</b>	Means of Assessment <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Group project and presentation</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Business plan and presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class 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	15%	Group project and presentation	15%	Business plan and presentation	30%	Final Examination	30%	Class participation	<u>10%</u>		<u>100%</u>
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<b>R:</b>	Prior Learning Assessment and Recognition: specify whether course is open for PLAR <p>No</p>												

Course Designer(s): **Joe Ilsever**

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**