



# Business Administration

Course Number:	<b>BUAD 293</b>
Course Title:	<b>ENTREPRENEURSHIP</b>
Credits:	3
Calendar Description:	This course is an investigation into the role of the entrepreneur in business and economic development. The personality/character traits that are associated with the entrepreneurial spirit are examined. Students will identify business opportunities, develop a business plan for their own small business and pitch their venture idea to stakeholders who will evaluate its potential viability. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Winter 2017</b>
Prerequisite(s):	BUAD 111 or BUAD 131, 116, 123, 128 and 195
Corequisite(s):	BUAD 264
Prerequisite to:	BUAD 308
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Diploma, Marketing and Management Options – Required Students commencing their program on or after September 2014 - BBA, Tourism & Hospitality Management Specialty - Required Diploma, Tourism & Hospitality Management Option - Required
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Credit may be received by passing a challenge exam.
Originally Developed:	1989
EDCO Approval:	June 2010
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

Upon completion of this course students will be able to

- recognize entrepreneurship as a means of engaging oneself in a challenging and rewarding career.
- describe the process and mechanics of starting a business.
- identify and explain the characteristics, abilities and attitudes that are associated with successful entrepreneurs.
- generate and evaluate the viability of business opportunities and propose the skills and fortitude required to act upon these opportunities.
- estimate the market and financial feasibility of venture ideas through the generation and analysis of secondary research.
- demonstrate effective presentation, communication and interpersonal/team skills and persuasive professional selling skills.
- recognize and value socially responsible practices and ethical principles and illustrate how the entrepreneur's actions impact the broader community and society.
- organize, prepare and defend a business plan for a small business with specific emphasis on the marketing, human resources, operations and financial components of the plan.

**Course Objectives**

This course will cover the following content:

- Business Trend Identification
- Target Customer Profiling
- Competitive Intelligence
- Product/Service Development
- Marketing (Promotion, Packaging and Pricing of Product/Service)
- Financial Analysis & Management
- Human Resource Management
- Team Presentations
- Legal & Risk Management Issues in Business

**Evaluation Procedure**

<b>Group Component:</b>	
Business Plan Proposal	10%
Business Plan Project	40%
<b>Individual Component:</b>	
Audited Class Participation	10%
Weekly Quizzes	15%
Individual Self-Assessment Assignments	15%
Business Plan Presentation	10%
Total	100%

**Notes**

All components of the business plan must be completed (business plan proposal, project and presentation) in order to pass the course. Penalties of up to 10% per day (including weekends) apply for late assignments.

**Group Work**

The entrepreneurship course requires a significant amount of group work with your business plan team. Hence, half of your course grade will consist of a "team" mark. See your professor for specific details on the course assignments, due dates and evaluation standards. Make sure to choose your team wisely as they will have a large impact on your final course outcome.

**Required Texts/Resources**

Knowles, R. (2014). *Small Business: An Entrepreneur's Plan*, 7th Canadian ed. Toronto, Canada: Nelson Education Limited, **or**  
 Knowles, R. (2017). *Small Business: An Entrepreneur's Plan*, 7th Enhanced Canadian ed. Toronto, Canada: Nelson Education Limited.

The text is also available as an eTextbook:

[http://www.coursesmart.com/IR/4084981/9780176509675?\\_hdv=6.8](http://www.coursesmart.com/IR/4084981/9780176509675?_hdv=6.8)

## Course Schedule

Date		Topic	Textbook
Week of:		Tues., Jan. 3 Classes begin for all academic programs Mon., Feb. 13 Family Day - No classes Tues., Feb. 14 to Fri., Feb. 17, Mid-semester break - No classes Mon., Apr. 10 Last day of regularly-scheduled classes Wed., Apr. 12 to Wed., Apr. 26 Final exam period* *Fri., Apr. 14 to Mon., Apr. 17 Easter - No exams	
Jan	3	Course Overview Introduction to Entrepreneurship - Assessing Your Potential	Ch 1
	9	The Venture Idea - Identifying Opportunities	Ch 2, 3
	16	Marketing Research OC Library Presentation	Ch 4, 5
	23	Marketing Plan	Ch 6
	30	Business Plan Overview	Ch 15
Feb	6	The Management Team	Ch 12
	13	Reading Week – no classes	
	20	Operations/Location Home-based Businesses Securing Financing Elevator Pitches	Ch 7, 11
	27	Financial Plans	Ch 10
Mar	6	Continuation of Financial Plan Venture Options: Start-ups vs. Buying an Existing Business vs. Franchising	Ch 10, 13, 14
	13	Risk Management Legal Issues	Ch 9, 8
	20	Building a Socially Responsible, Sustainable and Ethical Enterprise	
	27	Business Plan & Presentation Consultations	
Apr	3	Business Plan Presentations	
	10	Business Plan Presentations	
Apr	12 - 26	Final Exam Period (No Final Exam)	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.