

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2023

BA 2910 (EC): Small Business Entrepreneurship – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Bianca Dudenhoffer **PHONE:** (780) 539-2864
OFFICE: C205 **E-MAIL:** bdudenhoffer@nwpolytech.ca
OFFICE HOURS: By appointment only. Appointments can be made in-person or on zoom

CALENDAR DESCRIPTION:

The focus of this course is the establishment of small business enterprises and issues related to managing them. Managerial and strategic problems during the early years of business formation and growth are examined with emphasis on the entrepreneurial process, opportunity recognition, business planning, mobilizing resources and organization creation.

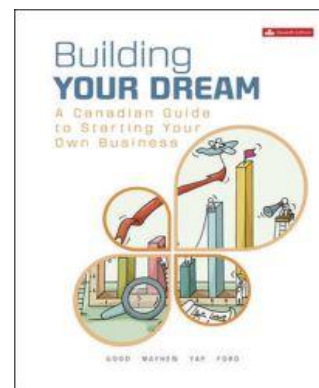
PREREQUISITES: BA1110 and BA1090; **COREQUISITE:** BA 1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Mayhew, W., Yap, R., Ford, M. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Eleventh Edition. McGraw-Hill Ryerson Limited.

* This text or e-book includes the *Connect with SmartBook 2.0* online learning system. The text or e-book and Connect with SmartBook will be used extensively.

All students will need online access to Connect with SmartBook 2.0. You will need a Connect access code in order to gain access to the online resources. It is the student's choice if they purchase a textbook with access code, or an e-book with an access code. If you have purchased a used textbook, you will



need to purchase an access code separately using the registration information provided by the instructor. A device must meet or exceed the following specifications to participate in online course content at NWP: see NWP requirements at <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

DELIVERY MODE(S):

Asynchronous (online) – This type of course will be delivered online through NWP’s learning management system. There are no set class times and students attend remotely and asynchronously.

This is a paced online self-study course. You will work through the course content in the order presented, completing all textbook readings, Connect chapter SmartBook 2.0 exercises, quizzes, and assignments before progressing to the next week. Please adhere to the course weekly schedule (see section below).

The course is delivered entirely online using NWP MyClass software and the McGraw-Hill Connect Online SmartBook 2.0 (Connect). For each chapter, a MS PowerPoint presentation is available. Relevant SmartBook exercises for each chapter will be assigned as well as periodic Connect quizzes to test your knowledge, understanding, and application of the material throughout the course. You will be evaluated several times so you can assess how you are doing as you work through the material. There will also be periodic written assignments to complete, which move you through the process of writing a business plan. The exercises, assignments and quizzes have *specific due dates* to keep you on track, so you will finish the 15-week course on time. You may, however, complete and submit these evaluations before their due dates.

It is highly recommended that you take advantage of all the material on the NWP MyClass course and McGraw Hill Connect websites. Access to Connect comes with the purchase of your textbook. Important information, announcements, and grades are posted on the NWP MyClass course site. Grades for exercises, assignments, and tests are also posted to the NWP MyClass gradebook. Please check your MyNWP account for your final letter grade after the completion of the course.

LEARNING OUTCOMES:

On completion of the course, the student will be able to do the following:

1. Research and prepare a feasible business plan.
2. Identify sources of data and assistance for preparing a business plan.
3. Assess the relevance of market data for the plan.
4. Examine related current issues in entrepreneurship and business management.
5. Present and argue a case for the feasibility of the plan.
6. Prepare a projected financial plan for a business.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Connect SmartBook Exercises (9)	5%
Connect Quizzes (5 @ 3% each)	15%
Assignments	30%
Final Business Plan	50%

SMARTBOOK EXERCISES:

- There are SB exercises for each stage (chapter) in the textbook.
- These exercises are due Sunday night by 11:59 pm.

QUIZZES:

- There will 5 quizzes dispersed throughout the semester (see schedule for dates). The student will be allowed 1 attempt for each quiz.
- All quizzes must be completed before the due date expires or the student will receive a mark of zero (0) for any missed quizzes.
- Once the quiz has been started, you must complete the entire quiz within the set time limit. Logging off or losing the internet connection during the quiz will result in a grade based only on the proportion of the exam that has been completed. It is important to have a reliable internet connection when attempting an exam.
- The McGraw Hill Connect Time Zone must be set to Canada/Mountain for the duration of the course.

ASSIGNMENTS:

- Late assignments will have a 10% reduction per day.
- Turnitin plagiarism detecting software will be used in this course.

NO FINAL EXAM:

- There is no written Final Exam in this course; however, there is a **Final Business Plan** assignment instead.

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topics	Reading/ Resources	Assignments & Tasks
Week 1	Introduction to the Course		Read course outline and introductory information, watch introductory video, scan through course material & purchase textbook
Week 2	Stage 1: Assessing your Potential for an Entrepreneurial Career	Read Stage 1	Personal Introduction Post (Due Friday, Sept 15 by 11:59 pm) SmartBook Exercises for Stage 1 (Due Sunday, Sept 17 by 11:59 pm)
Week 3	Stage 2 - Exploring Business Ideas & Opportunities	Read Stage 2	Code of Ethics Assignment (Due Friday, Sept 22 by 11:59 pm) SmartBook Exercises for Stage 2 (Due Sunday, Sept 24 by 11:59 pm)
Week 4	Stage 5 - Business Plans	Read Stage 5	Quiz #1: Stages 1 & 2 (Due Friday, Sept 29 by 11:59 pm) SmartBook Exercises for Stage 5 (Due Sunday, Oct 1 by 11:59 pm)
Week 5	Stage 3 - Market Feasibility Study	Read Stage 3	Business Concept Assignment (Due Friday, Oct 6 by 11:59 pm)
Week 6			Quiz #2: Stages 3 & 5 (Due Friday, Oct 13 by 11:59 pm) SmartBook Exercises for Stage 3 (Due Sunday, Oct 15 by 11:59 pm)
Week 7	Stage 4 - Cost and Profitability Assessment	Read Stage 4	Market Feasibility Study (Due Friday, Oct 20 by 11:59 pm) SmartBook Exercises for Stage 4 (Due Sunday, Oct 22 by 11:59 pm)
Week 8	Stage 7 - Financing Your Business	Read Stage 7	Quiz #3: Stage 4 (Due Friday, Oct 27 by 11:59 pm)
Week 9			Financial & Financing Plan Assignment (Due Friday, Nov 3 by 11:59 pm) SmartBook Exercises for Stage 7 (Due Sunday, Nov 5 by 11:59 pm)
Week 10	Stage 6 - Legal Considerations	Read Stage 6	Quiz #4: Stages 6 & 7 (Due Friday, Nov 10 by 11:59 pm) SmartBook Exercises for Stage 6 (Due Sunday, Nov 12 by 11:59 pm)
Week 11	Fall Break		

Schedule continues on next page

Week 12	Stage 8 - Marketing Your Business	Read Stage 8	Legal Considerations Plan (Due Friday, Nov 24 by 11:59 pm) SmartBook Exercises for Stage 8 (Due Sunday, Nov 26 by 11:59 pm)
Week 13	Stage 9 - Sales and Operations	Read Stage 9	Quiz #5: Stages 8 & 9 (Due Friday, Dec 1 by 11:59 pm) SmartBook Exercises for Stage 9 (Due Sunday, Dec 3 by 11:59 pm)
Week 14	Finishing the Business Plan	Final Business Plan Completion	Marketing & Sales Plan (Due Friday, Dec 8 by 11:59 pm)
Week 15			Operations Plan (Due Sunday, Dec 10 by 11:59 pm)
During Exam Period – FINAL BUSINESS PLAN DUE – December 18, 2023 by 11:59 pm			

STUDENT RESPONSIBILITIES:

Please click on the following link to read the student Rights and Responsibilities Policy:

<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.