



Grande Prairie Regional College

Department of Business and Office Administration

COURSE OUTLINE – WINTER 2018

BA 2910

Small Business Entrepreneurship

3(3-0-0) [45 hours]

Instructor Carolyn Vasileiou

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Office Hours Monday -11:30–1:00pm
Wednesday -2:30 – 4:00pm

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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.

Prerequisite(s)/co-requisite(s):

BA1110 and BA1090; Co-requisite – BA 1120

Required Text/Resource Materials:

Good, W., Mayhew, W. (2014) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Ninth Edition. McGraw-Hill Ryerson.

You will need to have an ACCESS CODE for CONNECT in order to have access to the online practice exercises and quizzes. The code comes with a new textbook, or if you buy a used textbook, you can purchase the access code separately.

Students will also be required to obtain a tri-fold presentation board for the business plan trade show.

Delivery Mode(s):

This is a 3 credit course with 3 hours of lecture per week. The course work includes lectures, guest presentations, class discussions, group work, and student presentations. You should study assigned readings before class and be prepared to discuss the material and apply your understanding in the classroom.

Course Objectives:

This course provides the foundation for each participant to research and prepare a feasible business plan for a new, non-existent firm of the student's choice (Subject to approval).

The goal of the course is to give students an understanding of the long-range planning process for a business, both at the start-up and after the business is established. At the same time, students will be given the opportunity to develop their skills in creative thinking, achieving aggressive targets, and applying business and personal ethics.

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. Discuss related current issues in entrepreneurship and business management.
5. Present and argue a case for the feasibility of the plan.

Transferability:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institution and course:

MacEwan University: BUSN 201 (3)

Concordia University of Edmonton: BUS 2xx (3)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at

<http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

** 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**

Grading Criteria

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|--|-----|
| Quizzes | 20% |
| Kayak Online Simulation Game | 15% |
| Business Plan (includes draft submissions) | 50% |
| Business Plan tradeshow presentation | 15% |

Grades will be assigned on the Letter Grading System.

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Alpha Grade | 4-point Equivalent | Percentage Guidelines |
|-------------|--------------------|-----------------------|-------------|--------------------|-----------------------|
| A+ | 4.0 | 90-100 | C+ | 2.3 | 67-69 |
| A | 4.0 | 85-89 | 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 |

Evaluations:

There will be 4 quizzes periodically during this course. Students will submit drafts of the major sections of their business plans during the semester. The class will also participate in an online business simulation game called Kayak. All projects must be completed in order to pass this course.

Student Responsibilities:

You will write a business plan for a new business venture. The business plan will include an executive summary, feasibility plan, marketing and sales plan, operational plan, and financial and financing plans. You will also include information about the principals of the company and the professional service providers you plan to employ. You will create a presentation of your business that will be displayed during a special "business plan tradeshow" event to be held Tuesday, April 3rd, for a number of invited guests including alumni, community leaders, lenders and business people.

Course Schedule/Tentative Timeline:

| Week | Topic |
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| Week 1 | Course overview |
| Week 2 | Stage 1 |
| Week 3 | Stage 2 Quiz 1 |
| Week 4 | Stage 3 |
| Week 5 | Stage 4 |
| Week 6 | Stage 4 Quiz 2 |
| Week 7 | Stage 5 |
| Week 8 | Reading Week |

| | |
|--------------|---|
| Week 9 | Stage 6 Quiz 3 |
| Week 10 | Stages 7 & 8 |
| Week 11 | Stage 9 Quiz 4 |
| Week 12 | Business Conference – March 22 |
| Week 13 - 15 | Business Plan completion and Tradeshow (April 3 – noon-5:30pm) |

Please note that dates are approximate and may be changed by the instructor to meet the needs of the class.

Statement on Plagiarism:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

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