

Department of Business and Office Administration

COURSE OUTLINE – Semester xxx

BA 2910

Small Business Entrepreneurship

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

Instructor Keston Luke

Phone 780-539-2979

Office E 309

**Office
Hours**

Virtual office hours are on
Mondays and Wednesdays

from 1:00 to 2:00 pm. I tend to
reply to emails all the time.

E-mail kluke@gprc.ab.ca

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

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.

Delivery Mode(s):

This is a 3 credit synchronous online course. The course work includes a number of audio sessions, which will be recorded. Students are invited to participate directly in these audio session or to listen to the recordings as their schedule permits. A general question and discussion forum is included and

students are encouraged to ask questions in this format or to contact the instructor directly whenever they have questions or concerns.

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:

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:

DeVry Institute of Technology - Calgary: SBE 310 (3)

MacEwan University: BUSN 201 (3)

** 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

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN "C-" IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

Quizzes	20%
Assignments	30%
Final Business Plan	50%

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 5 quizzes periodically during this course. Students will submit drafts of the major sections of their business plans during the semester. 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, company and industry information, product/service offering information, market analysis, marketing and sales plan, development plan, production/operations plan, financial and financing plan and an implementation schedule. You will also include information about the principals of the company and the professional service providers you plan to employ.

Course Schedule/Tentative Timeline:

Week	Topic
Week 1	Course overview; first audio session; Module 1
Week 2	Ethics assignment due; Module 2
Week 3	Quiz 1; Concept assignment due; Module 3
Week 4	Module 4
Week 5	Quiz 2; Feasibility assignment due; Module 5
Week 6	Module 5; Quiz 3
Week 7	Reading Week
Week 8	Module 6; Financial assignment due
Week 9	Module 7; Quiz 4

Week 10	Financing assignment due; Module 8
Week 11	Legal considerations assignment due; Module 9
Week 12	Quiz 5; Marketing assignments due; Module 10
Week 13	Operations plan due; Module 10
Week 14	Business Plan due

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.