



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

A: Division: **Instruction** Date: **November 2001**  
 B: Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **New Venture Management**  
 If Revision, Section(s) Revised: **H**  
 Date Last Revised: **2000-01: L,P**

C: **BUSN 252** D: **New Venture Development and Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course provides students with an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: Business plan development, purchasing a business, location analysis and leasing, evaluating a business opportunity, financing a business, marketing, financial management and systems, personnel management, customer relations, leadership, managing conflict and communications. The main emphasis will be on new venture management.		
<b>G:</b> Allocation of Contact Hours to Types 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 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b> Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites: Effective September 2002, English 12 with a grade of "C" or better.  <b>I:</b> Course Corequisites:  nil  <b>J:</b> Course for which this Course is a Prerequisite:  nil  <b>K:</b> Maximum Class Size:  35	
<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> 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:

Business Start-up

1. develop pro-forma financial statements using computerized spreadsheets;
2. determine market potential;
3. develop a business plan;
4. describe the legal requirements to start a small business;
5. evaluate a franchise or other small business opportunity as a possible acquisition;
6. describe the key factors in selecting a retail location and layout;
7. identify sources of financing.

Small Business Management

1. develop a marketing plan;
2. develop a promotional campaign;
3. develop a budget;
4. describe the elements of systems relating to accounting, payroll, inventory control and cash handling;
5. demonstrate an understanding of financial control techniques;
6. describe the principles and application of TQM (ie: Total Quality Management);
7. describe and demonstrate the methods of hiring and training of employees;
8. describe and illustrate principles of effective personnel management relative to leadership styles;
9. explain key tax management principles that apply to small business;
10. describe the importance of managing growth and the problems that can accompany growth and success;
11. explain the important principles and considerations of ownership transfer to others - family or others outside the family.

**N:** Course Content

1. Role of Small Business in Canada
2. The Small Business Decision
  - personal capabilities evaluation
  - comprehensive case
3. Evaluation of Business Opportunity
  - non-quantitative assessment
  - steps in quantitative assessment
  - feasibility analysis
  - comprehensive case
4. Organizing a Business
  - business plan components
  - forms of business ownership/legal requirements
  - small business plan checklist

- applied example
- 5. Buying a Business
  - sourcing and evaluation
  - buying checklist
- 6. Franchising
  - potential franchisee checklist
  - comprehensive case
- 7. Financing the Small Business
  - equity and debt financing
  - government programs
  - comprehensive case
- 8. Marketing Management
  - management process recap
  - marketing plan
  - marketing checklist
- 9. Financial Management
  - fundamentals of small business accounting
  - computerization of MIS
  - budgets
  - financial planning and operations control
  - comprehensive case
- 10. Operations Management
  - layouts for retail firms
  - purchasing and controlling inventories
  - total quality management
  - comprehensive case
- 11. Personnel Management
- 12. Tax Management
- 13. Managing Growth
  - comprehensive case
- 14. Managing the Transfer of Ownership
  - transfer characteristics
  - issues relating to family and non-family persons
  - information regarding closure

**O:** Methods of Instruction

Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry-specific subjects.

**P:** Textbooks and Materials to be Purchased by Students:

Balderson, Wesley D. Canadian Entrepreneurship and Small Business Management, Latest Ed.  
McGraw-Hill Ryerson

Personal computer access with word processing and spreadsheet capability.	
<b>Q:</b>	Means of Assessment
	Midterm Examination                      20%
	Group Project                                15%
	Business Plan                                25%
	Final Examination                         30%
	Participation <u>10%</u>
	<u>100%</u>
<b>R:</b>	Prior Learning Assessment and Recognition: specify whether course is open for PLAR
	No.

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Course Designer(s): **Lorne Mackenzie**

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus