



**EFFECTIVE: SEPTEMBER 2004**  
**CURRICULUM GUIDELINES**

<b>A.</b>	Division:	<b>Instruction</b>	Effective Date:	<b>September 2004</b>
<b>B.</b>	Department / Program Area:	<b>Commerce &amp; Business Admin. New Venture Management</b>	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
			If Revision, Section(s) Revised:	<b>C</b>
			Date of Previous Revision:	<b>September 2002 H</b>
			Date of Current Revision:	<b>September 2004</b>
<b>C:</b>	<b>BUSN 2252</b>	<b>D:</b>	<b>New Venture Development &amp; Management</b>	<b>E:</b>
				<b>3</b>
	Subject & Course No.		Descriptive Title	Semester Credits

**F:** 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.**

**G:** Contact Hours to Type of Instruction    **H:** Course Prerequisites:  
 / Learni  
**English 12 with a letter grade of "C" or**

**M:** Course Objectives / Learning Outcomes

Business Start-up

The student will be able to:

1. develop pro-forma financial statements using comput

<ul style="list-style-type: none"> <li>• fundamentals of small business accounting</li> <li>• computerization of MIS</li> <li>• budgets</li> <li>• financial planning and operations control</li> <li>• comprehensive case</li> </ul> <p>10. Operations Management</p> <ul style="list-style-type: none"> <li>• layouts for retail firms</li> <li>• purchasing and controlling inventories</li> <li>• total quality management</li> <li>• comprehensive case</li> </ul> <p>11. Personnel Management</p> <p>12. Tax Management</p> <p>13. Managing Growth</p> <ul style="list-style-type: none"> <li>• comprehensive case</li> </ul> <p>14. Managing the Transfer of Ownership</p> <ul style="list-style-type: none"> <li>• transfer characteristics</li> <li>• issues relating to family and non-family persons</li> <li>• information regarding closure</li> </ul>												
<p><b>O:</b> Methods of Instruction</p> <p>Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry-specific subjects.</p>												
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Balderson, Wesley D. <u>Canadian Entrepreneurship and Small Business Management</u>, Latest Ed. McGraw-Hill Ryerson</p> <p>Personal computer access with word processing and spreadsheet capability.</p>												
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Midterm Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Group Project</td> <td style="text-align: right;">15%</td> </tr> <tr> <td style="padding-left: 20px;">Business Plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td style="padding-left: 20px;">Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Participation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm Examination	20%	Group Project	15%	Business Plan	25%	Final Examination	30%	Participation	<u>10%</u>		<u>100%</u>
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	<u>100%</u>											
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>												

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Course Designer(s): Lorne Mackenzie

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**