



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **January 2002**
B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Business** If Revision, Section(s) Revised: **H**
 Date Last Revised: **1996-03** **New Course**

C: BUSN 404 D: Entrepreneurship and New Venture Creation E: 3

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course is an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: entrepreneurship, opportunities evaluation, business plan development, and small business management practices. Special emphasis will be placed on practical guidelines for small business importing and exporting.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hrs. Seminar: 1 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: BUSN 330 and ECON 300 and FINC 305 and effective September 2002, English 12 with a grade of "C" or better or approved equivalent.	
	I: Course Corequisites: nil	
	J: Course for which this Course is a Prerequisite: BUSN 401 and BUSN 405 and FINC 405	
	K: Maximum Class Size: 35	
L: 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 (www.bccat.bc.ca)		

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. assess his/her potential for an entrepreneurial career;
2. describe the attributes, skills and knowledge required to successfully start-up and manage a new venture;
3. evaluate a business opportunity by conducting a feasibility study;
4. prepare a detailed business plan;
5. describe and evaluate the legal forms of business ownership; and select the most appropriate form of business ownership in a given scenario;
6. list and explain the primary factors to evaluate when considering the purchase of an existing business; explain and apply business valuation methods;
7. define franchising; including explaining
 - . the critical provisions of a franchise agreement,
 - . the important factors to consider when evaluating a franchise opportunity, and
 - . the key steps to establishing a franchise operation;
8. describe the key factors to evaluate when selecting a business location;
9. identify and analyze the critical provisions in a lease agreement;
10. describe and apply effective practices related to small business management;
11. list and explain important practical guidelines related to importing and exporting.

N: Course Content

1. Assessing your potential:
 - . characteristics of successful entrepreneurs
 - . skills/knowledge required to successfully start-up and manage a new venture
 - . a self assessment of entrepreneurship potential.
2. Evaluation of a business opportunity:
 - . conducting a feasibility study
 - . assessing market potential
 - . assessing financial viability.

3. Preparing a business plan:
 - . the business plan outline
 - . a detailed description of business plan components
 - . critiques of existing business plans
 - . course project: select a proposed business venture and prepare a detailed business plan for class presentation.
4. Organizing and purchasing a business:
 - . forms of business ownership
 - . legal requirements
 - . business valuation
 - . evaluating the purchase of an existing business.
5. Franchising:
 - . the franchise agreement
 - . evaluating a franchise opportunity
 - . establishing a franchised operation.
6. Location analysis/leasing:
 - . selecting a location
 - . analyzing a lease agreement
 - . buy vs lease decision.
7. Financing a business:
 - . sources of funds
 - . lending criteria
 - . negotiating a loan.
8. Managing a small business:
 - . Key issues in the areas of
 - marketing
 - financial
 - operations
 - human resources
9. Importing:
 - . getting started
 - . paying for goods
 - . Canada Customs
 - . tariffs
 - . Free Trade Agreement

- . import documents for goods
- . valuation: determining value for duty.

10. Exporting:

- . to export or not to export?
- . the market study
- . making your first country visit
- . exporting entry strategies
- . promoting goods abroad
- . export financing
- . shipping goods: choosing the right transport mode.

11. The Export Process:

- . five stages of exporting
- . export research planning
- . initial sales
- . expansion
- . investment abroad

12. Quotation and Order Processing:

- . quotations
- . order processing
- . offers and counteroffers

12. Quotation and Order Processing:

- . quotations
- . order processing
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13. Arranging for Payment:

- . insurance
- . financing

14. Preparing Goods for Shipment:

- . packaging
- . labelling
- . packing
- . marking
- . containerization
- . documentation

O:	Methods of Instruction 1. Lectures 2. Videos 3. Cases studies 4. Guest speakers 5. Field trips												
P:	Textbooks and Materials to be Purchased by Students: Forsythe, George R., Joan Mount and J. Terence Zinger. <u>Entrepreneurship and Small Business Development</u> , Latest Ed., Prentice Hall. FITT Skills 1: <u>Global Entrepreneurship</u> , Latest Ed. Ottawa: The Forum for International Trade Training (FITT). Selected readings and handouts related to importing/exporting.												
Q:	Means of Assessment <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Group project and presentation</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Business plan and presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class 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	15%	Group project and presentation	15%	Business plan and presentation	30%	Final Examination	30%	Class participation	<u>10%</u>		<u>100%</u>
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R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR No												

Course Designer(s): Joe Ilsever

Education Council/Curriculum Committee
Representative

Dean/Director: Jim Sator

Registrar: Trish Angus

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