

# COURSE SYLLABUS



COURSE TITLE: Bus 280

CLASS SECTION: 001

TERM: Winter 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): In-person

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Brian Feltham

EMAIL: [felthamb@camosun.bc.ca](mailto:felthamb@camosun.bc.ca)

OFFICE: CBA 227

HOURS: As posted outside office

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

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Students will explore commercial innovation and the venture creation process involved in developing new business opportunities, now or in the future. Students will study concepts associated with venture development opportunities, strategies and resources, practical skills of entrepreneurship; and insights into the attitudes and values that characterize successful entrepreneurial activity.

Prerequisites

One of:

- C in [English 12](#)
- C in [Camosun Alternative](#)

Equivalencies

- BUS 255

## COURSE LEARNING OUTCOMES / OBJECTIVES

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### 2 Intended Learning Outcomes

Upon successful completion of this course, students will be able to:

- A. Explain the attitudes and values that characterize successful entrepreneurial activity.
- B. Demonstrate an understanding of the role of sustainability in small business.
- C. Evaluate various types of venture opportunities.
- D. Conduct market research using the Internet and local resources and analyze information obtained.
- E. Demonstrate the ability to work in a team environment.
- F. Demonstrate an understanding of entrepreneurial financial issues; marketing concepts; and legal and tax implications of various business entities.
- G. Design a Human Resource Management plan and Operations Management system suitable for a new business.
- H. Develop and present a business plan suitable to present to an external funder
- I. Contribute to the effectiveness of an IMC team to ensure project deliverables are completed in a timely manner.

### REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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Text: Balderson, D. W. & Mombourquette P. (2020) *Canadian Entrepreneurship and Small Business Management 11<sup>th</sup> Edition*: McGraw-Hill Ryerson

Readings: As assigned in class

### COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
1	Jan 9 - 12	Course Overview Introduction to Entrepreneurship	Chap 1	Post Profile and Entrepreneur Potential Results <i>due Sunday:11:59pm</i>
2	Jan 16 - 19	Small Business Statistics Evaluation of a Business Opportunity	Chap 2-3	<b>Respond to Introduction and Profile</b> <b>Quizzes Chaps 2-3</b> <i>due Sunday 11:59pm</i>
3	Jan 23 - 26	Organizing a Business	Chap 4	<b>Individual Business Opportunity Report</b> <i>due Sunday 11:59pm</i>
4	Jan 30 – Feb 2	Sustainability Form Teams, Bus Plan Pitch to team	See D2L	<b>Team Business Opportunity Report &amp; Contract</b> <i>due Sunday 11:59pm</i> <b>Quizzes Chaps 4</b> <i>due Sunday 11:59pm</i>

5	Feb 6 - 9	Buying a Business and Franchising Financing the Small Business	Chaps 5 & 6	Quizzes Chaps 5-6 due Sunday 11:59pm
6	Feb 13 - 16	Team Planning Time MIDTERM EXAM 1		Market Research Environmental Scan due Sunday 11:59pm
7	Feb 20 - 23	College Closed		
8	Feb 27 – Mar 2	Marketing	Chap 7 & 8	Post Discussion #1 due Sunday 11:59pm Quizzes Chaps 7 & 8 due Sunday 11:59pm
9	Mar 6 - 9	Teams work on BP Financial Management Income Statements/Balance Sheets/Ratios	Chap 9	Respond to Discussion #1 due Sunday 11:59pm Quiz Chap 9 due 11pm Sun Mar 14
10	Mar 13 - 16	Operations Management Human Resources	Chaps 10 & 11	Quiz Chaps 10-11 due Sunday 11:59pm Post Discussion #2 due D2L Sun 11:59pm
11	Mar 20 - 23	Management and Team Advisors Managing Growth/Business Transfer	Chapter 12,13 &14	Quiz Chap 12 Due Sunday 11:59pm Respond to Discussion #2 due Sunday 11:59pm
12	Mar 27 – Mar 31	Teams to Work on BP MIDTERM EXAM 2		BP Marketing Mix, HR and Ops Due Sunday 11:59pm
13	Apr 3 – 6	Business Plan Peer Edit Presentation Best Practices		
14	Apr 10 - 13	College closed April 10 BP Presentations		Business Plan/PPT/Contribution Sheet Due Sunday 11:59PM

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

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Your grades will be determined by activities, assignments, quizzes a midterm and end of term exam. All

components will reflect the application of material from the notes and readings on D2L and/or discussed in class. All your work will be evaluated as if it were being delivered in a real-life business environment.

	Individual Value	Team Value
<b>Team Assignments: The Business Plan</b>		
Business Opportunity Report & Contract		Required
Business Plan		
• Market Research & SWOT	5%	5%
• Marketing Plan + HR & Ops	5%	5%
• Completed Plan + Presentation	10%	5%
<b>Total Business Plan Value</b>	<b>20%</b>	<b>15%</b>
<b>Individual Assignments/ Activities</b>		
Business Opportunity Report	10%	
Introduction Discussion	5%	
BP Discussions (2 @ 10% each)	20%	
Exams (10% and 10%)	20%	
Chapter Quizzes	10%	
<b>Total Individual Value</b>	<b>65%</b>	

## COURSE GUIDELINES & EXPECTATIONS

Hours of banter, pages of writing, and thousands of dollars of research have been devoted to answering one of the most popular and elusive questions about entrepreneurship: “What Makes a Successful Entrepreneur?”. Is it a personality trait? Can entrepreneurship be learned? Can it be taught? What kind of person does it require? Can anyone become this kind of person, or are certain people born for the entrepreneurial life? This course will provide an opportunity to discuss the answers to these questions.

The second, and major, focus of this course is on developing a Business Plan. People buy products and services to solve problems and if an existing solution is working, they will resist changing. Thus, the search for new opportunities should start with people who have problems that are not being solved to their satisfaction. If an idea solves a problem better than what is currently available, but people are satisfied with the current solution, they are unlikely to switch, *no matter how much better one thinks their alternative is*. This is human nature! However, if the old solution is not acceptable then one should develop a clear understanding of why a group of users finds the current solution unsuitable and determine what a better solution would look like. This indicates an opportunity worth investigating.

This is a demanding course, with a substantial project to complete. However, it can also be a lot of fun. **Students are expected to read the assigned chapters each week. The project will be completed in small assignments that will be combined** to ensure students’ workload is not too time-consuming each week. **Please be prepared to take part in the discussions and the team project, and ask questions!**

**Your attendance in class is expected.**

## SCHOOL OR DEPARTMENTAL INFORMATION

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### ASSIGNMENTS & EXAMS

**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Deadlines and exams.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

**EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.

### STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

### SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

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Support Service

Website

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Academic Advising

<http://camosun.ca/advising>

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Support Service	Website
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

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## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.