

# School of Business

## COURSE SYLLABUS



COURSE TITLE: BUS 280 Entrepreneurship  
CLASS SECTION: 001  
TERM: S2024  
COURSE CREDITS: 3  
DELIVERY METHOD: In person classes, 2.30-4.30 PM, CBA 214

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

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

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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: Cammie Jaquays  
EMAIL: [jaquaysc@camosun.ca](mailto:jaquaysc@camosun.ca)  
OFFICE: CBA 257  
HOURS: Mon/Wed 4.30 PM after class or by appointment.

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, please discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

### BUS 280 CALENDAR DESCRIPTION

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This course provides an orientation to commercial innovation and the venture creation process, for students who are interested in developing new business opportunities, now or in the future. Students will gain a conceptual understanding of venture development opportunities, strategies and resources, practical skills of entrepreneurship; and insights into the attitudes and values that characterize successful entrepreneurial activity.

### COURSE LEARNING OUTCOMES / OBJECTIVES

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

1. Explain the attitudes and values that characterize successful entrepreneurial activity.
2. Demonstrate an understanding of the role of sustainability in small business.
3. Evaluate various types of venture opportunities.
4. Conduct market research using the Internet and local resources and analyze information obtained.
5. Demonstrate the ability to work in a team environment.
6. Demonstrate an understanding of entrepreneurial financial issues, marketing concepts, and legal and tax implications of various business entities.
7. Design a Human Resource Management plan and Operations Management system suitable for a new business.
8. Develop and present a business plan suitable to present to an external funder.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

**Text:** Balderson, D. W. & Mombourquette P. (2020) *Canadian Entrepreneurship and Small Business Management 12<sup>th</sup> Edition*: McGraw-Hill Ryerson (previous editions acceptable)

**Other:** Course readings as assigned by instructor and posted on D2L.

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

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

WEEK	DATE	TOPIC		ACTIVITIES / ASSIGNMENTS
1	May 6/8	<b>Mandatory Attendance</b> Course introduction / attendance What is an entrepreneur? Wed – A#1 - Market Research	Ch 1	Watch Joy – Camosun Library – Databases – Criterion on Demand – Joy. Sign up for INDV Presentations Margie Clarke, Camosun Library, Guest Speaker
2	May 13/15	Nature of an Entrepreneur Small Business Statistics Wed - Movie Joy Discussion	Ch 2	D2L Ch 1 Quiz due May 13 @ 2.30 PM Discussion #1 Post and Response x 2 • Due D2L Mon, May 13 @ 2.30 PM IEP – INDV ENT Pres 1-3
3	May 22	Creativity and Opportunity	Ch 3	D2L Ch 2 Quiz due May 22 @ 2.30 PM IEP – INDV ENT 4-5
4	May 27/29	BMC = Business Model Canvas Mon: Teams formed/select a business Wed: BMC assignment	See D2L Content	D2L Ch 3 Quiz due May 27 @ 2.30 PM IEP – INDV ENT Pres 6-8 A#1 Individual Business Opportunity Report • Due D2L Mon, May 27 @ 2.30 PM #1. In-Class BMC Assignment Wed @ 4.20 PM
5	Jun 3/5	Strategic Planning and Why Research	See D2L Content	IEP – INDV ENT Pres 9-11
6	Jun 10/12	Mon: BMC and A#2 cont. Wed: Strategy and A#3	Ch 4	IEP – INDV ENT Pres 12-14 A#2. Team Business Idea & Contract • Due D2L Mon Jun 10 @ 2.30 PM
7	Jun 17/19	Marketing Management	Ch 7	IEP – INDV ENT Pres 15-17 D2L Ch 4 Quiz due Jun 17 @ 2.30 PM
8	Jun 24/26	Managing the Marketing Mix The 4 P's Product and Price	Ch 7	IEP – INDV ENT Pres 18-20 A#3 Bus Profile / Market Research + INDV Contribution • Due D2L Mon Jun 24 @ 2.30 PM #2. In-Class KSF SWOT Assignment due Jun 26 @ 4.20 PM
9	Jul 3	Managing the Marketing Mix (con't) Place and Promotion	Ch 8	D2L Ch 7 Quiz due Jul 3 @ 2.30 PM IEP – INDV ENT Pres 21-23 3. In class - Competitive Advantage and Target Market Worksheet due Jul 3 @ 4.20 PM
10	Jul 8/10	Financing the Small Business Financial Management Income Statements/Balance Sheets	C6 C9	D2L Ch 8 Quiz due Jul 8 @ 2.30 PM IEP – INDV ENT Pres 24-26 Discussion #2 Post and Response x 2 • Due D2L Mon, Jul 8 @ 2.30 PM #4. In-Class Bus Plan Accounting Template due Jul 10 @ 4.20 PM
11	Jul 15/17	Human Resource Management Operations Sustainability	C10 C11	D2L Ch6 and C9 Quiz due Jul 15 @ 2.30 PM IEP – INDV ENT Pres 27-29 Wed - Time for Bus Plan Group Work

12	Jul 22/24	Managing Growth Franchising	C13 C5	Ch 10 and C11 Quiz due Jul 22 @ 2.30 PM IEP – INDV ENT Pres 30-32 #5. In-Class Marketing and Sales Strategies Ideas Sheet due Jul 24 @ 4.20 PM
13	Jul 29/31	Best practices for BP Presentations Business Plan Group Work		D2L Ch 13 and C5 Quiz due Jul 29 @ 2.30 PM IEP – INDV ENT Pres 33-35 Wed - Time for Bus Plan Group Work
14	Aug 7	Aug 5 – no class - BC Day Aug 7 - Presentations		A#4 Business Plan + Individual Contribution Sheet: <ul style="list-style-type: none"> <li>Due D2L Tues, Aug 6 @ 11.59 pm</li> </ul> A#5 Teams Business Plan Presentations <ul style="list-style-type: none"> <li>PPT due at time of presentation</li> </ul>
15	Aug 12-16	Exam Week – There is no Final Exam for this course.		

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 noticed is required. Deadlines scan be reviewed on the [CAL exams page](#).

### EVALUATION OF LEARNING

	Due Date	Value
<b>Team Assignments: The Business Plan</b>		
A#2 – Team Business Idea & Contract	Mon Jul 10 @ 2.30 PM	5%
A#3 - Business Profile / Market Research	Mon, Jun 24 @ 2.30 PM	10%
A#4 - Completed Business Plan	Tues, Aug 6 @ 11.59 PM	25%
A#5 - Business Plan Presentation	Wed, Aug 7 @ 2.30 PM	5%
<b>Total Business Plan Value</b>		<b>45%</b>
<b>Individual Assignments/ Activities</b>		
A#1 - Business Opportunity Report	Mon, May 27 @ 11.59 PM	10%
In-class Bus Plan Activities (5 @ 2% each)	As assigned.	10%
Discussions (2 @ 5% each)	DB#1 May 13 / DB#2 Jul 8	10%
Entrepreneur Presentation	Weekly	10%
Chapter Quizzes (Best 10/12)	Weekly	15%
<b>Total Individual Value</b>		<b>55%</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.

BUS 280 is a fast-paced, demanding course, with a substantial team project to complete. However, it can also be a lot of fun. Students are expected to read the assigned material before class. Please be prepared to take part in discussions, ask questions and contribute from your experience

## 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: <https://camosun.libguides.com/apa7>

- 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/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
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.

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

### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### 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](#) (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 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 250-370-3841

### 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.