

School of Business

COURSE SYLLABUS



COURSE TITLE: BUS 280 Entrepreneurship

CLASS SECTION: 001

TERM: W2025

COURSE CREDITS: 3

DELIVERY METHOD: In-person classes.

Wednesday 10:30 AM - 12:20 PM (Ewing 115) and Friday 8:30 AM - 10:20 AM (Ewing 115)

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.

Camosun College respectfully acknowledges that our campuses are situated on the Territories of the lək̓ʷəŋən (Songhees and Kosapsum) and W̱SÁNEĆ Peoples. We honour their knowledge and welcome to all who seek knowledge here.

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

INSTRUCTOR DETAILS

NAME: Cammie Jaquays

EMAIL: jaquaysc@camosun.ca

OFFICE: E304 – Lansdowne, CBA 262 - Interurban Campus.

HOURS: Lansdowne = before or after class, Interurban = Tues/Thurs 12.30 – 2.20 PM 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

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](#)
- C in [ENGL 130](#)

Equivalencies: BUS 255

COURSE LEARNING OUTCOMES / OBJECTIVES

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 12th Edition*: McGraw-Hill Ryerson (previous editions acceptable).

SIM: Simulation: Praxar Kayak Entrepreneurship. Register at www.praxar.com/register

- **Code is sim-4628-kq for Section 001 (Wed/Fri)**

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	TOPIC (T/W OR Th/F)		ACTIVITIES / ASSIGNMENTS SIM and Quiz due before Wed class, IEP = Friday
1 Jan 6-10	Mandatory Attendance T/W - Course introduction What is an entrepreneur? Th/F – Library Research – SIM Intro	Ch 1	<ul style="list-style-type: none"> • Sign up for INDV Presentations • Will Meredith, Camosun Library, Guest Speaker • Watch Joy – Camosun Library – Databases – Criterion on Demand – Joy.
2 Jan 13–17	T/W - Nature of an Entrepreneur Th/F - Movie Joy Discussion - SIM Groups formed	Ch 2	Wed, Jan 15 @ 10.30 AM: <ul style="list-style-type: none"> • C1 Quiz D2L • SIM Year 1 opens Fri - IEP – INDV ENT Pres
3 Jan 20-24	Creativity and Opportunity The Art of the Pitch	Ch 3	Wed, Jan 22 @ 10.30 AM: <ul style="list-style-type: none"> • C2 Quiz D2L • SIM – Practice and Tutorial Fri - IEP – INDV ENT Pres
4 Jan 27 – 31	The Pitch Presentations	See D2L Content	Wed, Jan 29 @ 10.30 AM: <ul style="list-style-type: none"> • C3 Quiz D2L • A#1 The Pitch – INDV Bus Opp Report / PPT • SIM – Year 1 • SIM Strat Brief and Team Contract (Open until Fri) • Logbook - Year 1 – INDIVIDUAL Fri - IEP – INDV ENT Pres
5 Feb 3 - 7	BMC = Business Model Canvas Business Plan and BMC	See D2L Content	Wed, Feb 5 @ 10.30 AM: <ul style="list-style-type: none"> • SIM – Year 2 • Logbook - Year 2 - Team Fri - IEP – INDV ENT Pres 5-6-7-8 Fri - #1. In-class Team Business Idea & Contract
6 Feb 10-14	Strategic Planning and Why Research Strategy and A#3	Ch 4	Wed, Feb 12 @ 10.30 AM: <ul style="list-style-type: none"> • SIM – Year 3 • Logbook - Year 3 Fri - IEP – INDV ENT Pres 13-15 Fri - #2. In-Class BMC Assignment
Feb 17 - 25	Reading Week		Enjoy!
8 Feb 24 - 28	Sustainability / Enactus Atish Kumar - Enactus		Wed, Feb 26 @ 10.30 AM: <ul style="list-style-type: none"> • C4 Quiz D2L • SIM – Year 4 • Logbook - Year 4 • A#2 – Bus Profile/Market Research/Enviro Fri - IEP – INDV ENT Pres 16-18
9 Mar 3 - 7	Marketing Management SWOT / KSF	Ch 7	Wed, Mar 5 @ 10.30 AM: <ul style="list-style-type: none"> • SIM – Year 5 • Logbook - Year 5 Fri - IEP – INDV ENT Pres 19-21 Fri - #3. In-Class KSF SWOT Assignment

10 Mar 10 - 14	Managing the Marketing Mix The 4 P's Product and Price Place and Promotion	Ch 8	Wed, Mar 12 @ 10.30 AM: <ul style="list-style-type: none"> C7 Quiz D2L SIM – Year 6 Logbook - Year 6 Fri - IEP – INDV ENT Pres 22-24 Fri - #4. In class - Comp Advantage and Target Market
11 Mar 17-21	Financing the Small Business Financial Management Income Statements/Balance Sheets	Ch 6 Ch 9	Wed, Mar 19 @ 10.30 AM: <ul style="list-style-type: none"> C8 Quiz D2L SIM – Year 7 Logbook - Year 7 Fri - IEP – INDV ENT Pres 25-27
12 Mar 24-28	Human Resource Management Operations Managing Growth	Ch 10 Ch 11	Wed, Mar 26 @ 10.30 AM: <ul style="list-style-type: none"> C6 and C9 Quiz D2L SIM – Year 8 Logbook - Year 8 Fri - IEP – INDV ENT Pres 28-30 Fri - #5. In-Class Bus Plan Accounting Template Complete 360 Degree Praxar Evaluation by Sunday night.
13 Mar 31 – Apr 4	TBD - Mar 19 - Divjot Singh, CRA or THE LAND	Ch 13 Ch 5	Wed, Apr 2 @ 10.30 AM: <ul style="list-style-type: none"> C10 and C11 Quiz D2L Fri - IEP – INDV ENT Pres 31-34 Fri - #6. In-Class Marketing and Sales Strategies Ideas
14 Apr 7 - 11	Best practices for Presentations Growth and Franchising Business Plan Group Work Fri – The Pitch – Bus Plan Pres		Wed, Apr 9 @ 10.30 AM: <ul style="list-style-type: none"> C13 and C5 Quiz D2L A#3 Business Plan + Individual Contribution Fri - A#4 Teams Business Plan Pitch Presentations
15 April 14-17	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
Team Assignments: The Business Plan		
• A#3 - Completed Business Plan (incl 1% Peer Eval)	Wed, Apr 9	25%
• A#4 - Business Plan Presentation	Fri, Apr 11	5%
Total Business Plan		30%
Individual Assignments/ Activities		
• A#1 – The Pitch - Business Opportunity Report	Wed, Jan 29	10%
• A#2 - Business Profile / Market Research / Enviro Scan	Wed, Feb 26	10%
• In-class Bus Plan Activities (Best 5/6 @ 2% each)	Weekly	10%
• Entrepreneur Presentation	Weekly	10%
• Chapter Quizzes (Best 10/12)	Weekly	10%
• Praxar SIM - Tutorials (2%) and Practice Zone (2%)	Wed, Jan 22	4%
Total Individual Assignments		54%
Praxar ENT Simulation – Teams of 5		
• Initial Team Strategy Brief and Team Contract (submit D2L)	Wed, Jan 22	4%
• Logbooks – marked for quality and consistency.	Weekly	4%
• Team results (share value, social, and environmental scores)	Wed, Mar 26	8%
Total Group Praxar		16%
Total Course		100%

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 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.

Be prepared to take part in discussions, ask questions and contribute from your experience.

AI Policy. Students are responsible for the submission of their own work, in their own words, in accordance with Camosun College’s [Academic Integrity Policy](#). Work generated by AI loses the student’s voice, relies on algorithms to create wording, doesn’t grasp theory well, over-simplifies while is unable to think critically. A paper written by AI is logistically difficult to understand and grade, flattening the student’s argument while stripping the voice or reason.

GPTZero is the most reliable AI detection tool I have found and will be used as a guideline should AI be suspected. A grade of zero will be given for the submission and you will be required to meet with me to discuss. No AI detection tool is perfect, and should AI be suspected, it is the beginning of a discussion.

Please note: Grammarly uses AI. Do not use Grammarly’s “make my work sound more academic” or any similar options. If using Grammarly, use it offline (turn off your WIFI) or use the MS Word spellchecker. Google Translate uses AI, so writing a student writing a paper in their home language and using Google to translate renders an AI generated paper, a grade of zero and a discussion with me.

SCHOOL OR DEPARTMENTAL INFORMATION

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

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

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	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/

Support Service	Website
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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. To contact the Office of Student Support: 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.