

# COURSE SYLLABUS



**COURSE TITLE:** BUS 280 - Entrepreneurship  
**CLASS SECTION:** 001  
**TERM:** 2022F  
**COURSE CREDITS:** 3  
**DELIVERY METHOD(S):** Face-to-face, M and W from 8:30 am – 10:20 am

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](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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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:** Melissa McLean, MEd, MBA  
**EMAIL:** [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca)  
**OFFICE:** CBA 231-C  
**HOURS:** Mondays from 10:30 am – 11:20 am and by appointment

*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.

### PREREQUISITE(S):

One of:

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

Equivalencies

- BUS 255

**CO-REQUISITE(S):** None

**EXCLUSION(S):** None

## COURSE LEARNING OUTCOMES / OBJECTIVES

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

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

## REQUIRED MATERIALS AND RECOMMENDED PREPARATION / INFORMATION

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a) Text:

Balderson, D. W. & Mombourquette P. (2020). *Canadian Entrepreneurship and Small Business Management*. (11th ed.). McGraw Hill Ryerson.

b) Readings as assigned by the instructor

## 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.

**Note: Unless otherwise noted, assignments and chapter quizzes are due at 11:59 pm.**

WEEK / DATE RANGE	TOPIC	READINGS	DUE DATES AND EXAM DATES
1 Sept. 6 - 11	Course Overview Introduction to Entrepreneurship	Ch. 1	<b>Post Discussion One</b> by Sun., Sept. 11
2 Sept. 12 - 18	The Small Business Decision  Business Opportunity Evaluation	Ch. 2  Ch. 3	<b>Post Discussion One Response</b> by Sun., Sept. 18  <b>D2L Quiz One (Ch. 1)</b> due Sun., Sept. 18
3 Sept. 19 - 25	Organizing a Business (Developing a Business Plan)	Ch. 4	<b>Individual Business Opportunity Report</b> due Sun., Sept. 25  <b>D2L Quiz Two (Ch. 2 &amp; 3)</b> due Sun., Sept. 25

4 Sept. 26 – Oct. 2	Business Entry Strategies  Financing the Small Business <b>Form teams / select a business</b>	Ch. 5  Ch. 6	<b>Team Business Opportunity Report and Contract</b> due Sun., Oct. 2  <b>D2L Quiz Three (Ch. 4)</b> due Sun., Oct. 2
5 Oct. 3 - 9	Financing the Small Business	Ch. 6	<b>D2L Quiz Four (Ch. 5 &amp; 6)</b> due Sun., Oct. 9
6 Oct. 10 – 16	Sustainability <b>No class Monday, Oct. 10 (College closed)</b>	D2L Readings	<b>Business Plan Part One: Market Research and SWOT</b> due Sun., Oct. 16  <b>Business Plan Part One: Individual Contribution Sheet</b> due Sun., Oct. 16 ( <i>One submission per team</i> )
7 Oct. 17 – 23	Marketing Management  <b>Exam One</b>	Ch. 7	<b>Exam One: Wed., Oct. 19 (in class)</b>  <b>Post Discussion Two</b> by Sun., Oct 23
8 Oct. 24 - 30	Managing the Marketing Mix	Ch. 8	<b>Post Discussion Two Responses</b> by Sun., Oct. 30  <b>D2L Quiz Five (Ch. 7)</b> due Sun., Oct. 30
9 Oct. 31 – Nov. 6	Financial Management: Income Statements, Balance Sheets, and Ratios	Ch. 9	<b>D2L Quiz Six (Ch. 8)</b> due Sun., Nov. 6  <b>Post Discussion Three</b> by Sun., Nov. 6
10 Nov. 7 – 13	Operations Management  Human Resources Management	Ch. 10  Ch. 11	<b>D2L Quiz Seven (Ch. 9)</b> due Sun., Nov. 13  <b>Business Plan Part Two: Marketing Mix</b> due Sun., Nov. 13  <b>Business Plan Part Two: Individual Contribution Sheet</b> due Sun., Nov. 13 ( <i>One submission per team.</i> )
11 Nov. 14 - 20	Management Team and Advisors	Ch. 12	<b>D2L Quiz Eight (Ch. 10 &amp; 11)</b> due Sun., Nov. 20  <b>Post Discussion Three Responses</b> by Sun., Nov. 20
12 Nov. 21 - 27	Business Plan: Team work session(s)		<b>Business Plan Part Three: Full Plan</b> due Sun., Nov. 27  <b>D2L Quiz Nine (Ch. 12)</b> due Sun., Nov. 27
13 Nov. 28 – Dec. 4	Business Plan Pitch  <b>Exam Two</b>	D2L Readings	<b>Exam Two: Wed., Nov. 30 (in class)</b>
	Business Plan Pitch Presentations		<b>Business Plan Pitch Presentations</b> Mon., Dec. 5 and Wed., Dec. 7 (in class)  <b>Business Plan Pitch Deck (slides)</b> due Mon., Dec. 5  <b>Business Plan Part Three and Pitch: Individual Contribution Sheet</b> due Wed., Dec. 7 ( <i>One submission per team</i> )

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 advance 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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DESCRIPTION	WEIGHTING
<b>Assignments/ Activities</b>	
• Business Opportunity Report	10%
• Discussions (One at 5%, and two at 10% each)	25%
• Exams (Two at 10% each)	20%
• Chapter Quizzes (Nine quizzes; best 8 out of 9 quizzes)	10%
<b>Business Plan (Team and Individual)</b>	
• Team Business Opportunity Report and Contract • Business Plan: Individual Contribution Forms	Required
• Business Plan Part One: Market Research and SWOT (5% Individual / 5% Team)	10%
• Business Plan Part Two: Marketing Plan Mix (5% Individual / 5% Team)	10%
• Business Plan Part Three: Final Plan (5% Individual / 5% Team)	10%
• Business Plan Pitch Presentation (2.5% Individual / 2.5% Team)	5%
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## SCHOOL OR DEPARTMENTAL INFORMATION

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### Assignment Formatting

The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- All submitted work must be properly referenced to sources where required by your instructor.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA 7 formatting, citations and referencing will be assessed in your mark.

### Late Submissions

No late submissions will be accepted except with documented medical or family emergencies. It also is the student's responsibility to ensure adequate access and time to upload electronic submissions.

## 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.

### 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 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.