



School of Business Course Outline
Marketing Department

BUS 280-002: Entrepreneurship
Winter 2022 – Wednesday/Friday 10:30am-11:50am

Camosun College Calendar Description retrieved from:

<http://camosun.ca/learn/calendar/current/web/mark.html>

□ *Please note: This outline will not be kept indefinitely. We recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.*

1. Instructor Information

(a) Instructor	Brian Feltham	
(b) Office hours	As posted outside office or online by appointment	
(c) Location	CBA227	
(d) Phone	(250) 370-4137	Alternative:
(e) E-mail address	felthamb@camosun.bc.ca	
(f) Instructor Website	Online.camosun.ca	

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!**

2. Intended Learning Outcomes

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

3. Required Materials

Text: Balderson, D. W. & Mombourquette P. (2017) *Canadian Entrepreneurship and Small Business Management 10th Edition*: McGraw-Hill Ryerson

Readings: As assigned in class

4. Course Content and Schedule

Schedule is subject to change at the discretion of the instructor.

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
1	Jan 12 - 14	Course Overview Introduction to Entrepreneurship	Chap 1	Post Profile and Entrepreneur Potential Results <i>due Sunday: 11:59pm</i>
2	Jan 19 - 21	Small Business Statistics Evaluation of a Business Opportunity	Chap 2-3	Respond to Introduction and Profile Quizzes Chaps 2-3 <i>due Sunday 11:59pm</i>
3	Jan 26 - 29	Organizing a Business	Chap 4	Individual Business Opportunity Report <i>due Sunday 11:59pm</i>
4	Feb 2 – 4	Sustainability Form Teams, Bus Plan Pitch to team	See D2L	Team Business Opportunity Report & Contract <i>due Sunday 11:59pm</i> Quizzes Chaps 4 <i>due Sunday 11:59pm</i>

5	Feb 9 - 11	Buying a Business and Franchising Financing the Small Business	Chaps 5 & 6	Quizzes Chaps 5-6 due Sunday 11:59pm
6	Feb 16 - 18	Team Planning Time MIDTERM EXAM 1		Market Research Environmental Scan due Sunday 11:59pm
7	Feb 23 - 25	College Closed		
8	Mar 2 - 4	Marketing	Chap 7 & 8	Post Discussion #1 due Sunday 11:59pm Quizzes Chaps 7 & 8 due Sunday 11:59pm
9	Mar 9 - 11	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 16 - 18	Operations Management Human Resources	Chaps 10 & 11	Quiz Chaps 10-11 due Sunday 11:59pm
11	Mar 23 - 25	Management and Team Advisors Managing Growth/Business Transfer	Chapter 12,13 &14	Post Discussion #2 due D2L Sun 11:59pm Quiz Chap 12 Due Sunday 11:59pm
12	Mar 30 - Apr 2	Teams to Work on BP MIDTERM EXAM 2		Respond to Discussion #2 due Sunday 11:59pm
13	Apr 5 - 8	Business Plan Peer Edit Business Plan Dragon Den Presentation Best Practices		
14	Apr 13 - 15	BP Presentations		Business Plan/PPT/Contribution Sheet Due Sunday 11:59PM

5. Evaluation and Learning

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

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/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 Student Conduct Policy. See Camosun College (2003) Student Conduct Policy from: [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.
 - a) **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.

- b) Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

College Policies.

Student Absences from this Course – COVID-19 Update

Camosun is committed to protecting the health and safety of all of our students and employees. At this time, the college has waived the requirement for a doctor's note for students who are required to self-isolate. If you are feeling unwell and unable to participate in class due to illness, you should contact your instructor to discuss your options. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

Academic Progress: Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress Policy from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

Final exams: Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance. See Camosun College (2018) Final Examinations from: <http://camosun.ca/learn/calendar/current/procedures.html#academic>.

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of these guidelines is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

- ❑ See Camosun College (2021) [Academic Integrity Policy](#): “Students’ Rights and Responsibilities”.

Acts of academic dishonesty include, but are not limited to:

- Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- Providing answers to another student in any test, examination, or take-home assignment.
- Taking any unauthorized materials into an examination or test.
- Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

6. Recommended Materials/Resources to Assist Students to Succeed Throughout the Course

[Camosun Learning Skills page](#) and [Camosun Learning Skills Guides](#)

[Camosun Writing Centres: Tools and Resources](#)

[APA 7th Edition Workbook](#)

[Purdue Online Writing Lab \(OWL\)](#)

[SFU Essay Assignment Calculator](#) (Camosun's [Time Management Guide](#) also links to this page)

7. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support. If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), SEEK HELP. Resources and contacts are available:

See Camosun College (2018) Counselling Centre from: <http://camosun.ca/services/counselling-centre/>.

See Camosun College (2018) Student Mental Health & Well Being Strategy, Emergency Support from: <http://camosun.ca/about/mental-health/emergency.html>.

See Camosun College (2018) Sexual Violence Support and Education from: <http://camosun.ca/services/sexual-violence/index.html>.

College Services. Camosun offers a variety of health and academic support services, including dental, Centre for Accessible Learning, Help Centre, Learning Skills, Sexual Violence Support & Education, Library, and Writing Centre. For more information on each of these services, see Camosun College (2018) Student Services from: <http://camosun.ca/services/>.

College Policies. Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's

responsibility to become familiar with the content of college policies. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Appeals, Student Conduct, and Student Penalties and Fines. See Camosun College (2018) Policies from: <http://camosun.ca/about/policies/>.

Grading System. Standard grading system (GPA). See Camosun College (2007) Grading from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a “D” grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Employment Opportunities. Job positions for Co-op work terms, non-Co-op work terms, and full-time employment are posted on Camosun’s employment website. See Camosun College (2018) Co-op and Career Portal from: <https://educationthatworks.camosun.ca/>.