

COURSE TITLE: BUS 280 Entrepreneurship

CLASS SECTION: D01

TERM: S2021

COURSE CREDITS: 3

DELIVERY METHOD(S): Online

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link: <http://camosun.ca/covid19/faq/covid-faqs-students.html>. However, if you're at all uncomfortable being on campus, please share your concerns with your Instructor. If needed, alternatives will be discussed.

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

NAME: Anne Borrowman

EMAIL: borrowmana@camosun.ca

OFFICE: Virtual

HOURS: 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

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

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.

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 11th Edition*: McGraw-Hill Ryerson

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	ASSIGNED READINGS	ACTIVITIES / ASSIGNMENTS
1 Feb 2-4	Wed	Introduction to Entrepreneurship Course/ D2L		POST Introduction and Profile ☺ Entrepreneur Potential Results D2L Due D2L Sun @ 11 pm
	Thurs	Guest Speaker – Maya McIntyre @10:30 am In-class Activity: Entrepreneurial Potential Entrepreneurship & Small Business	Ch 1	
	Fri	Guest Speaker – Margie Clarke @ 9 am Camosun Library resources		Ch 1 quiz due D2L Sun @ 11 pm
2 Feb 9-11	Wed	Small Business Decision	Ch 2	
	Thu	Evaluation of a Business Opportunity	Ch 3	
	Fri	<i>Business in a Bag Activity</i>		Ch 2-3 quizzes due D2L Sun @ 11pm
3 Feb 16-18	Wed	Organizing a Business – The Business Plan	Ch 4	
	Thurs	Buying a Business and Franchising	Ch 5	Individual Business Idea Due D2L Sun @ 11 pm Ch 4-5 quizzes due D2L Sun @ 11pm
	Fri	PRO-D DAY No class today		
4 Feb 23-25	Wed	In-class Activity: Choosing the Team Business / Pitching Your Idea		Teams formed
	Thur	Working in Teams – The Team Contract		
	Fri	Guest Speaker Sustainability The Business Plan Market Research – Enviro Scan		Business Idea Outline & Team Contract Due D2L Sun @ 11 pm
5 Mar 2-4	Wed	Financial Management Cash Flow Budgeting	Ch 6	
	Thurs	Financial Management • Income Statements Balance Sheets	Ch 6	

	Fri	Financial Management • Ratios Teams work on Financial Section	Ch 6	BP Part 1 Market Research Enviro Scan + Individual Contribution Sheet Due D2L Sun @ 11 pm Ch 6 quiz due D2L Sun @ 11 pm
6 Mar 9-11	Wed	Marketing Management	Ch 7	
	Thurs	Managing the Marketing Mix Product Guest Speaker – Cheese Maker	Ch 8	
	Fri	Managing the Marketing Mix Price /Place	Ch 8	
7 Mar 16-18	Wed	Marketing Mix and the Business Plan Promotion	Ch 8	
	Thu	Business Plan Status Marketing Plan tied together		
	Fri	Exam #1		DRAFT BP Marketing Mix Due D2L Sun @ 11 pm Ch 7-8 quizzes due D2L Sun @ 11pm
SPRING BREAK MARCH 21-APRIL 1				
8 Apr 6-8	Wed	Marketing Plan Feedback Financial Management	Ch 9	Ch 9 quiz due D2L Sun @ 11 pm
	Thu	Guest Speaker		
	Fri	Marketing/Financial Management Crossover Activity		
9 Apr 13-15	Wed	Operations Management	Ch 10	
	Th	Guest Speaker		Ch 10 quiz due D2L Sun @ 11 pm
	Fri	GOOD FRIDAY – NO CLASS		
10 Apr 20-22	Wed	Human Resources Management	Ch 11	
	Thu	Guest Speaker		
	Fri	OP & HR Management Crossover Activity		DRAFT BP Due D2L Sun @ 11 pm Ch 11 quiz due D2L Sun @ 11 pm
11 Apr 27-29	Wed	Management Help Managing Growth	Ch 12 Ch 13	Ch 12 -13 quizzes due D2L Sun @ 11 pm
	Thu	Teams work on BP revisions.		
	Fri	Exam #2		

12 May 4-6	Wed	Best Practices for Presentations Lecture Team Session – work on BP for draft submission		
	Thur	Practice presentations		
	Fri	TEAM PRESENTATIONS Business Plans, PPT and Individual Contribution Sheet Due D2L May 6 @ 11 pm		

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

	Individual Value	
Team Assignments: The Business Plan		
Business Opportunity Report & Team Contract	Required	
Business Plan		
• Market Research & SWOT	10%	
• Business Plan	25%	
• Presentation & PPT	10%	
Total Business Plan Value	45%	
Individual Assignments/ Activities		
Introduction Discussion	5%	
Business Opportunity Report	10%	
Crossover Activities (2 @ 5% each)	10%	
Exams (10% and 10%)	20%	
Chapter Quizzes	10%	
Total Individual Value	55%	

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

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

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

Support Service	Website
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/
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 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. To contact the Office of Student Support: 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.