



DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2020

BA2910 A3: Small Business Entrepreneurship – 3 (3-0-0) 45 Hours for 15 Weeks

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
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OFFICE HOURS: Mon. 12-1:30 pm and Thurs. 10–11:30am or by appointment

*It is preferred you send all email correspondence from your GPRC student email account and professionally format it (i.e. subject line filled in, proper greeting, spelling and grammar check, etc...). Emails that do not follow the above requirements may not be responded to.

CALENDAR DESCRIPTION:

The focus of this course is the establishment of small business enterprises and issues related to managing them. Managerial and strategic problems during the early years of business formation and growth are examined with emphasis on the entrepreneurial process, opportunity recognition, business planning, mobilizing resources and organization creation.

PREREQUISITE(S)/COREQUISITE:

BA1110 and BA1090; Co-requisite – BA 1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Mayhew, W. (2017) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Tenth Edition. McGraw-Hill Ryerson.

Kander, D. (2014) *All in a Startup: Launching a New Idea When Everything is on the Line*. First edition. Wiley.

OPTIONAL (not required) – you can purchase an ACCESS CODE (for *Building Your Dream*) in order to have access to the online practice exercises and eBook. Check the course Moodle site for further information about purchasing an access code.

Students may be required to obtain a tri-fold presentation board for the business pitch project.

DELIVERY MODE(S):

This is a 3 credit course with 3 hours of lecture per week. The course work includes lectures, guest presentations, class discussions, group work, and student presentations. You should study assigned readings before class and be prepared to discuss the material and apply your understanding in the classroom.

COURSE OBJECTIVES:

This course provides the foundation for each participant to research and prepare a feasible business plan for a new, non-existent firm of the student's choice (Subject to approval).

The goal of the course is to give students an understanding of the long-range planning process for a business, both at the start-up and after the business is established. At the same time, students will be given the opportunity to develop their skills in creative thinking, achieving aggressive targets, and applying business and personal ethics.

LEARNING OUTCOMES:

On completion of the course, the student will be able to do the following:

1. Research and prepare a feasible business plan.
2. Identify sources of data and assistance for preparing a business plan.
3. Assess the relevance of market data for the plan.
4. Discuss related current issues in entrepreneurship and business management.
5. Present and argue a case for the feasibility of the plan.
6. Learn how to pitch a business idea.

TRANSFERABILITY:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Diploma, there are transfer agreements with the following institutions and courses:

Concordia University of Edmonton: BUS 2xx (3)

MacEwan University: BUSN 2xx (3)

(Information retrieved from <http://www.transferalberta.ca> on December 19, 2019)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at

<http://alis.alberta.ca/ps/tsp/ta/tbi/onlineresearch.html?SearchMode=S&step=2>

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Quizzes	15%
Discussion and Activities	20%
Pitching Project	15%
Business Plan (includes draft submissions)	50%

There will be 4 online quizzes during this course. **In order to obtain completion marks for the online quizzes, the student must complete the quiz before the expiration of the pre-set due date; hence, no rewrites will be given on missed quizzes.** Turnitin, plagiarism software, may be used in this class.

Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.

Discussion and activity marks will be assessed based on responses to assigned readings, in-class discussions, and assigned activities.

Students will submit drafts of the major sections of their business plans during the semester. **All of these drafts must be completed in order to pass this course.** The business plan will include an executive summary, feasibility plan, marketing and sales plan, operational plan, and financial and financing plans. It will also include information about the principals of the company and the professional service providers to be employed. During the term pitching presentations will be held, culminating with a final **pitch competition on April 2 from 3-5pm.**

Final Exam:

There is no Final Exam in this class; however, the Final Business Plan Project will be due on a set date during the Final Exam period.

GRADING CRITERIA: (The following criteria may be changed to suit the particular course/instructor) Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE

Week 1	Course overview
Week 2	Stage 1
Week 3	Stage 2 Quiz 1
Week 4	Stage 3
Week 5	Stage 4
Week 6	Stage 4 Quiz 2
Week 7	Reading Week
Week 8	Stage 5
Week 9	Stage 6 Quiz 3
Week 10	Stages 7 & 8
Week 11	Stage 9 Quiz 4
Week 12	Business Conference – March 17 (no class)
Week 13 - 15	Business Plan completion and Pitch Project (April 2 – 3:00-5:00pm)

Please note that dates are approximate and may be changed by the instructor to meet the needs of the class.

STUDENT RESPONSIBILITIES:

Attendance

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence.

Cell Phones

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of site.

Recording

Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

Student Conduct

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services.

Academic Grievance

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at www.gprc.ab.ca.

Copyright

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

Academic Dishonesty

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

Plagiarism

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

Cheating

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- **Absolutely no examination materials may be removed from the examination room.** All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.