

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Fall 2022

#### **BA2910 (EC): Small Business Entrepreneurship – 3 (3-0-0) UT 45 Hours for 15 Weeks**

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
**OFFICE:** C 201      **E-MAIL:** [cvasileiou@nwpolytech.ca](mailto:cvasileiou@nwpolytech.ca)  
**OFFICE HOURS:** Wednesday 2:30-4:00PM, Thursday 10:00-11:30AM, or by appointment

#### **CALENDAR DESCRIPTION:**

The organization of human productive energy is the central focus of this introductory course. Themes of balancing task, relationship requirements and the needs of the organization with those of the individual are stressed. Specific topics include: perception, personality, values, attitudes, motivation, group behavior, and teamwork.

#### **PREREQUISITE(S)/COREQUISITE:**

BA1110 and BA1090; Co-requisite – BA 1120

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

Good, W., Mayhew, W., Yap, R., Ford, M. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Eleventh Edition. McGraw-Hill Ryerson Limited.

\* This text or e-book includes the *Connect with SmartBook 2.0* online learning system. The text or e-book and Connect with SmartBook will be used extensively.

**All students will need online access to Connect with SmartBook 2.0.** You will need a Connect access code in order to gain access to the online resources. It is the student's choice if they purchase a textbook with access code, or an e-book with an access code. If you have purchased a

used textbook, you will need to purchase an access code separately using the registration information provided by the instructor.

- **MINIMUM DEVICE REQUIREMENTS**

A device must meet or exceed the following specifications to participate in online course content at NWP: see NWP requirements at <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

- **COURSE MANAGEMENT SYSTEM**

NWP uses myClass (D2L/Brightspace) online course management system. See the BA1380 course home page for important course information. To access visit

<https://myclass.gprc.ab.ca/d2l/home>

### **DELIVERY MODE(S):**

Distance Education: This is a *paced online self-study course*. You will work through the course content in the order presented, completing all textbook readings, Connect chapter SmartBook 2.0 exercises, quizzes, and assignments before progressing to the next week. Please adhere to the course weekly schedule (see section below).

The course is delivered entirely online using NWP MyClass software and the McGraw-Hill Connect Online SmartBook 2.0 (Connect). For each chapter, a MS PowerPoint presentation is available. Relevant SmartBook exercises for each chapter will be assigned as well as periodic Connect quizzes to test your knowledge, understanding, and application of the material throughout the course. You will be evaluated several times so you can assess how you are doing as you work through the material. There will also be periodic written assignments to complete, which move you through the process of writing a business plan. The exercises, assignments and quizzes have *specific due dates* to keep you on track, so you will finish the 15-week course on time. You may, however, complete and submit these evaluations before their due dates.

It is highly recommended that you take advantage of all the material on the NWP MyClass course and McGraw Hill Connect websites. Access to Connect comes with the purchase of your textbook. Important information, announcements, and grades are posted on the NWP MyClass course site. Grades for exercises, assignments, and tests are also posted to the NWP MyClass gradebook. Please check your MyNWP account for your final letter grade after the completion of the course.

### **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. Examine related current issues in entrepreneurship and business management.
5. Present and argue a case for the feasibility of the plan.
6. Prepare a projected financial plan for a business.

### TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**\*\* 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:

Connect SmartBook 2.0 Exercises	5%
Connect Quizzes (5 @ 3% each)	15%
Assignments	30%
Final Business Plan	50%

### Quizzes

- There will be 5 quizzes dispersed throughout the semester (see schedule for dates). The student will be allowed 1 attempt for each quiz.
- All quizzes must be completed before the due date expires or the student will receive a mark of zero (0) for any missed quizzes.
- Once the quiz has been started, you must complete the entire quiz within the set time limit. Logging off or losing the internet connection during the quiz will result in a grade based only on the proportion of the exam that has been completed. It is important to have a reliable internet connection when attempting an exam.

You are strongly encouraged to complete all assignments, quizzes, and exams. A grade of zero (0) will be assigned for any of these that are missed. Late assignments will have a 10% reduction per day.

Turnitin plagiarism detecting software will be used in this course.

## GRADING CRITERIA:

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

## ASSIGNMENTS, EXERCISES, and QUIZZES:

- The Connect Online Learning System will automatically submit your quizzes and SmartBook exercises on the posted due date. Be sure to watch your deadlines and complete your work on time. There will be no extensions granted for late submissions. Incomplete Connect SmartBook exercises and quizzes will receive a grade of zero.
- Students will be given one attempt for Connect Quizzes. The quizzes, which are time limited, need to be completed in one sitting.
- Study attempts are allowed for Connect SmartBook Exercises.
- The McGraw Hill Connect Time Zone must be set to Canada/Mountain for the duration of the course.
- Please note that there are NO rewrites or late assignments accepted after the deadline specified in MyClass without written permission from your instructor. If an assignment deadline is missed, you will receive 0 on the assignment/exam/etc.
- There is no written Final Exam in this course; however, there is a **Final Business Plan** assignment instead, which will be **due Dec. 18<sup>th</sup> at 11:59pm**.

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

Course Schedule is approximate and may vary slightly at the discretion of the instructor.

<b>Week/ Dates</b>	<b>Topics</b>	<b>Reading/Resources</b>	<b>Assignments &amp; Tasks</b>
<b>Week 1 Sep 1</b>	<b>Introduction to the Course</b>		<b>Read course outline and introductory information; introductory Zoom session; scan through course material; purchase textbook</b>
<b>Week 2 Sep 6</b>	<b>Module 1: Ch. 1 - Assessing your Potential for an Entrepreneurial Career</b>	Read Ch. 1 (Stage 1)	<b>SmartBook Exercises for Ch. 1 (Due Sunday, Sep 11 at 11:30 pm)</b>
<b>Week 3 Sep 12</b>	<b>Module 2: Ch. 2 - Exploring Business Ideas &amp; Opportunities</b>	Read Ch. 2 (Stage 2)  Work on Business Concept Assignment	<b>Financial Self Assessment - (Due Monday, Sep 12 at 11:30 pm)</b>  <b>Code of Ethics Assignment - (Due Monday, Sep 12 at 11:30pm)</b>  <b>SmartBook Exercises for Ch. 2 (Due Sunday, Sep 18 at 11:30 pm)</b>
<b>Week 4 Sep 19</b>	<b>Module 3: Ch. 5 - Business Plans</b>	Read Ch. 5 (Stage 5)	<b>Quiz #1, Ch. 1 &amp; 2 – (Due Monday, Sep 19 at 11:30pm)</b>  <b>SmartBook Exercises – Ch. 5 (Due Sunday, Sep 25 at 11:30pm)</b>
<b>Weeks 5 &amp; 6 Sep 26 to Oct 9</b>	<b>Module 4: Ch. 3 - Market Feasibility Study</b>	Read Ch. 3 (Stage 3)  Work on Market Feasibility Study Assignment	<b>Business Concept Assignment (Due Monday, Sep 26 at 11:30pm)</b>  <b>SmartBook Exercises – Ch. 3 (Due Sunday, Oct 2 at 11:30pm)</b>  <b>Quiz #2, Ch. 5 &amp; 3 – (Due Monday, Oct 3 at 11:30pm)</b>
<b>Week 7 – Oct 10-14</b>	<b>FALL BREAK – NO CLASSES</b>		

<p><b>Week 8</b> <b>Oct 17</b></p>	<p><b>Module 5: Ch. 4 - Cost and Profitability Assessment</b></p>	<p>Read Ch. 4 (Stage 4)</p> <p>Work on Financial Plan Assignment</p>	<p><b>Market Feasibility Study – (Due Monday, Oct 17 at 11:30pm)</b></p> <p><b>SmartBook Exercises – Ch. 4 (Due Sunday, Oct 23 at 11:30pm)</b></p>
<p><b>Weeks 9 &amp; 10</b> <b>Oct 24 – Nov 6</b></p>	<p><b>Module 6: Ch. 7 - Financing Your Business</b></p>	<p>Read Ch. 7 (Stage 7)</p> <p>Work on Financial Plan and Financing Plan Assignments</p>	<p><b>Quiz #3, Ch. 4 – (Due Monday, Oct 24 at 11:30pm)</b></p> <p><b>SmartBook Exercises – Ch. 7 (Due Sunday, Oct 30 at 11:30pm)</b></p> <p><b>Financial Plan Assignment - (Due Sunday, Nov 6 at 11:30pm)</b></p> <p><b>Financing Plan - (Due Sunday, Nov 6 at 11:30pm)</b></p>
<p><b>Week 11</b> <b>Nov 7</b></p>	<p><b>Module 7: Ch. 6 - Legal Considerations</b></p>	<p>Read Ch. 6 (Stage 6)</p> <p>Work on Legal Considerations Plan</p>	<p><b>SmartBook Exercises – Ch. 6 (Due Sunday, Nov 13 at 11:30pm)</b></p>
<p><b>Week 12</b> <b>Nov 14</b></p>	<p><b>Module 8: Ch. 8 - Marketing Your Business</b></p>	<p>Read Ch. 8 (Stage 8)</p> <p>Work on Marketing and Sales Plan</p>	<p><b>Quiz #4, Ch. 7 &amp; 6 – (Due Monday, Nov 14 at 11:30pm)</b></p> <p><b>SmartBook Exercises – Ch. 8 (Due Sunday, Nov 20 at 11:30pm)</b></p>
<p><b>Week 13</b> <b>Nov 21</b></p>	<p><b>Module 9: Ch. 9 - Sales and Operations</b></p>	<p>Read Ch. 9 (Stage 9)</p> <p>Work on Operations Plan</p>	<p><b>Legal Considerations Plan - (Due Monday, Nov 21 at 11:30pm)</b></p> <p><b>SmartBook Exercises – Ch. 9 (Due Sunday, Nov 27 at 11:30pm)</b></p>

<b>Weeks 14 &amp; 15 Nov 28 – Dec 12</b>	<b>Module 10: Finishing the Business Plan</b>	Final Business Plan Completion	<b>Quiz #5, Ch. 8 &amp; 9 – (Due Monday, Nov 28 at 11:30pm)</b>  <b>Marketing and Sales Plan Due Wednesday, Dec 4 at 11:30pm)</b>  <b>Operations Plan (Due Sunday, Dec 8 at 11:30pm)</b>
	<b>FINAL BUSINESS PLAN</b>		<b>FINAL COMPREHENSIVE BUSINESS PLAN DUE SUNDAY, DECEMBER 18, 11:59PM</b>

**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 Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy, which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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