



DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2021

BA 1040 A3: Small Business Entrepreneurship – 3 (3-0-0) 45 Hours for 15 Weeks

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OFFICE HOURS: Tues/Thurs. 10–11:30am by appointment

WINTER 2021 DELIVERY: Remote Delivery

This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and a reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca. Note: GPRC reserves the right to change the course delivery.

Remote delivery refers to synchronous learning following the published timetable on the GPRC website and outlined in your myGPRC (see <https://my.gprc.ab.ca/SelfService/Home.aspx>) course schedule.

CALENDAR DESCRIPTION:

As well as examining the formulation of business plans, this course examines the function of management concerned with organization, staffing, directing, and controlling. Objectives for effective management, such as profit, service, personnel and operation, are examined. Case analysis is used to integrate course material.

PREREQUISITE(S)/COREQUISITE:

None

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.

NOTE: You will need to purchase an Access Code to do the activities and readings in this class. This will provide an e-text with an online subscription to the McGraw Hill Connect, which has several different study tools that can help you with your learning process. You will be taking some of your tests in Connect. If you have difficulty accessing the e-text, please try an alternative web browser. Check the course myClass site for further information about purchasing an access code.

SOFTWARE & NETWORK REQUIREMENTS:

The following software apps and internet capacity are required to participate in online courses at GPRC:

Application	
Web Browser	Google Chrome with auto updates enabled
Office Suite *GPRC students receive a free Microsoft Office 365 license for Windows or macOSX	Microsoft Office 2016 or compatible office suite

Internet	
DSL, Cable or LTE wireless internet	1.5Mbps upload, 1.5Mbps download

MINIMUM DEVICE REQUIREMENTS:

NOTE: A desktop or laptop computer is strongly recommended over tablet devices for participation in online meetings or online class sessions. iPhones or Android phones may provide minimum functionality, but are NOT recommended for participation in online sessions.

A device must meet or exceed the following specifications to participate in online courses at GPRC:

Platform	OS Version	Hardware Specs
Windows Desktops Windows Laptops Windows Tablets	Windows 10 Home Windows 10 Professional Windows 8 or 8.1 *Windows 10S is not supported in S mode	Dual-core CPU 2 GB RAM 64 GB storage 1280x768 display resolution Microphone Speakers or Headphones Web camera
Mac Desktops Mac Laptops	macOSX 10.13 or higher	Dual-core CPU 4 GB RAM 64 GB storage 1280x800 display resolution Microphone Speakers or Headphones Web camera
Chromebooks	ChromeOS with updates enabled	Dual-core CPU 2 GB RAM 16 GB storage Speakers or Headphones
iPad v3 or newer	iOS 7.0 or iPadOS 13	8 GB of free storage Speakers or Headphones
Android Tablet	Android 6.0	Dual-core CPU 1 GB RAM 8 GB of free storage 1280x800 display resolution Speakers or Headphones

AUDIO/VIDEO CONFERENCING:

GPRC uses the **Zoom** web-based audiovisual conference system.

Zoom is a real-time virtual meeting environment that supports:

- Real-time audio/video discussion, with breakout rooms for small group discussion
- Text messaging
- Surveys and basic assessments
- Application and Desktop sharing
- A shared whiteboard with markup tools
- Recording of sessions for convenient playback

To take part in a conference, you will need a headset or speakers and a microphone. **For some examinations a web camera may be required.** The first time that you connect, you will be prompted to run through some set-up routines that will run automatically from the server.

To participate in Zoom meetings, click on the meeting links that your instructor has set up within your D2L course space.

COURSE MANAGEMENT SYSTEM:

GPRC uses the “myClass” (D2L) online course management system.

To access myClass (D2L), visit <https://myClass.gprc.ab.ca/d2l/home>

DELIVERY MODE(S):

Remote delivery is synchronous and follows the published class timetable. For each topic listed in course objectives, there will be a virtual lecture and discussion via Zoom; see zoom link to join class in the myClass course page. Relevant textbook readings and online discussions/exercises, group discussion, assignments and tests will be assigned to test the student’s knowledge, understanding and application of the material.

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.

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:

Quizzes	15%
Discussion and Activities	20%
Shopify Certificate	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 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.

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: 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 -15	Shopify Certificate and Business Plan Completion
Final Exam	Business Plan due during Final Exam period

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

STUDENT RESPONSIBILITIES:

Participation:

Each student is expected to attend all virtual zoom lectures, arrive on time, and remain for the duration of the activities. Late arrivals will be recorded as an absence. The expectation for this course is that students have read/reviewed the material before class.

You may be refused permission to write the final examination on the advice of the instructor for students with more than four absences (two weeks), or if significant parts of required exercises, assignments, quizzes and/or exam(s) are not completed. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

Course materials (course outline, schedule information, assignments, PowerPoints, etc.) and announcements will be available on myClass and GPRC webmail. Students are responsible for checking these websites regularly; 3 – 5 times per week is suggested.

Time Management:

The expectation for this course is that students read the material before class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in readings, exercises, discussions, and assignments.

Recording:

Recording lectures or taking screenshots 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.

Email:

Students may contact the instructor by email or phone. Emails will be answered within 24 hours, excluding weekends, holidays, or GPRC events without scheduled classes. Email correspondence must be sent to your instructor from your GPRC student email account. Emails should be professionally formatted and include a subject, as well as reference course material and/or textbook pages, etc.

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.

Additional Information: Zoom Etiquette

Control video and audio quality

Invest in a quality webcam and speaker and microphone headset. These provide better video and audio than your computer's built-in system. Try to attend Zoom meetings in quiet, indoor locations to control ambient noise.

Think about your background

Try to provide a nice, plain background. You can't control everything in a mobile environment, but you should give some thought to background before your meeting.

During your meeting

Mute your microphone when necessary. Zoom has a "Mute Microphone" option that cuts down on ambient feedback for the audience. When there is a lot of back-and-forth discussion you will turn this off, but you should mute yourself when listening to an instructor.

Think about your actions on camera

Always remember that everyone can see you. Someone is watching as you make movements or wander around the room. These exaggerated movements are distracting to the audience and can be disruptive to the speaker. Try to stay still and be attentive. Practice creating a professional environment.