

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2023

BA 1040 A3: Small Business Entrepreneurship – 3 (3-0-0) 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

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OFFICE: C201

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OFFICE HOURS: Monday 1:00-2:30pm/Wednesday 10:30am-12 noon

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. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Eleventh Edition. McGraw-Hill Ryerson.

NOTE: All students must have online access to the online lessons and online quizzes. You must have an 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 e-textbook with access code. If you have purchased a used book, you will have to purchase an access code separately. If you have difficulty accessing the e-text, try an alternative web browser.

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:

Upon successful completion of the course, students will be able to:

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:

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| Quizzes | 15% |
| SmartBook Exercises | 10% |
| Participation | 10% |
| Pitch Project | 15% |
| Business Plan (includes draft submissions) | 50% |
| Total | 100% |

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 |

There will be **5 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 you have a legitimate reason to make a request for a late submission on an assignment or other deliverable, please contact the instructor beforehand.

Participation marks will be assessed based on attendance and 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.

COURSE SCHEDULE/ TENTATIVE TIMELINE:

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

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|-----------------------|--|
| Week 1 (Jan 5) | Course overview |
| Week 2 (Jan 10-12) | Stage 1 |
| Week 3 (Jan 17-19) | Stage 2, Quiz 1 |
| Week 4 (Jan 24-26) | Stage 3 |
| Week 5 (Jan 31-Feb 2) | Stage 5, Quiz 2 |
| Week 6 (Feb 7-9) | Stage 4, Quiz 3 |
| Week 7 (Feb 14-16) | Feasibility Study |
| Week 8 (Feb 20-25) | Reading Week |
| Week 9 (Feb 28-Mar 2) | Stage 6 |
| Week 10 (Mar 7-9) | Stage 7, Quiz 4 |
| Week 11 (Mar 14-16) | Stage 8 |
| Week 12 (Mar 21-25) | Stage 9, Quiz 5 March 21 – No Class – Business Conference |
| Week 13 (Mar 28-30) | Pitch Presentation and Business Plan |
| Week 14 (Apr 4-6) | Completion |
| Week 15 (Apr 11) | Last day of classes – April 12 |
| Final Exam | Business Plan due during Final Exam period |

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.