



# Grande Prairie Regional College

## Department of Business

COURSE OUTLINE – WINTER 2015

### BA 1040

### Small Business Entrepreneurship

3(3-0-0) [45 hours]

**Instructor** Cibylla Rakestraw

**Phone** 780-539-2873

**Office** C205

**Cell** 780-512-5129

**Office Hours**

Mondays from 1:00 – 2:30 pm, Thursdays from 1:30 – 3:00 pm.  
By appointment at other times or on a drop in basis if I'm free.

**E-mail** [crakestraw@gprc.ab.ca](mailto:crakestraw@gprc.ab.ca)

#### **Prerequisite(s)/co-requisite(s):**

none

#### **Required Text/Resource Materials:**

Good, W., Mayhew, W. (2014) Building Your Dream: A Canadian Guide to Starting Your Own Business. Ninth Edition. McGraw-Hill Ryerson.

Students will also be required to obtain a tri-fold presentation board for the business plan trade show.

#### **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.

### **Credit/Contact Hours:**

This is a 3 credit course with 3 hours of lecture per week.

### **Delivery Mode(s):**

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.

### **Objectives:**

This course requires 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.

On completion of the course, the student 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:**

\*\* 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.

### **Grading Criteria**

Business Plan trade show presentation	15%
Business Plan (includes draft submissions)	65%
Quizzes	20%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department  
Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 - 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 - 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 - 79</b>	
<b>B</b>	<b>3</b>	<b>73 - 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 - 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 - 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

**Evaluations:**

There will be 3 quizzes periodically during this course. Students will submit drafts of the 3 major sections of their business plans during the semester. All projects must be completed in order to pass this course.

**Student Responsibilities:**

You will write a business plan for a new business venture. The business plan will include an executive summary, feasibility plan, marketing and sales plan, operational plan, and financial and financing plans. You will also include information about the principals of the company and the professional service providers you plan to employ. You will create a presentation of your business that will be displayed during a special “business plan tradeshow” event in early April for a number of invited guests including alumni, community leaders, lenders and business people.

### **Statement on Plagiarism:**

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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

### **Course Schedule/Tentative Timeline:**

<b>Week</b>	<b>Topic</b>
Week 1	Course overview, Major projects assigned
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 - 13	Business Plan completion and Tradeshow

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