



# Grande Prairie Regional College

## Department of Business and Office Administration

COURSE OUTLINE – WINTER 2016

### BA 1040

### Small Business Entrepreneurship

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

**Instructor** Cibylla Rakestraw

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**Office Hours** Mondays from 12:00 – 1:30 pm,  
Fridays from 10:30 – 12:00 pm.  
By appointment at other times  
or on a drop in basis if I'm free.

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#### **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)/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.

#### **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:

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:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institution and course:

MacEwan University: BUSN 1xx (3)

\*\* 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

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN "C-" IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

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

Grades will be assigned on the Letter Grading System.

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

### **Evaluations:**

There will be 4 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.

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

Week	Topic
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.

**Statement on Plagiarism:**

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

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

**Revised March 31, 2016**