



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2024

BA 2910 (EC): 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

PHONE: 780-539-2221

OFFICE: C201

E-MAIL: cvasileiou@nwpolytech.ca

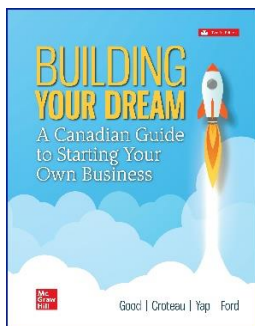
OFFICE HOURS: By appointment only. Appointments can be over the phone or Zoom.

CALENDAR DESCRIPTION: The focus of this course is the establishment of small business enterprises and issues related to managing them. Managerial and strategic problems during the early years of business formation and growth are examined with emphasis on the entrepreneurial process, opportunity recognition, business planning, mobilizing resources and organization creation.

PREREQUISITE(S): BA1110 and BA1090; **COREQUISITE:** BA 1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Croteau, M., Yap, R., & Ford, M. (2024) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Twelfth Edition. McGraw-Hill Ryerson Limited.



All students must have online access to the online lessons and quizzes. You must have an access code to gain access to the online resources. It is the student's choice if they purchase a textbook with an access code or an e-textbook with an access code. If you have purchased a used book, you will have to purchase an access code separately.

Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61-120 minutes - \$25 USD

121 - 180 minutes - \$31 USD

A device must meet or exceed the following specifications to participate in online course content at NWP: <https://www.nwpolytech.ca/students/techsupport/index.html>

DELIVERY MODE(S): **Self-Study Online** – This type of course will be delivered online. There are no set class times and students work remotely and asynchronously.

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. Present and argue a case for the feasibility of the plan.
5. Examine related current issues in entrepreneurship and business management.

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

Connect SmartBook Exercises	5%
Quizzes (5 @ 2% each)	10%
Term Tests (2 @ 15% each)	30%
Assignments	20%
Final Business Plan	35%

- You are strongly encouraged to complete all assignments and exams—you will receive a zero (0) for any missed assignment or exam.
- The McGraw Hill Connect Time Zone must be set to Canada/Mountain for the duration of the course.
- **Term Tests will be written closed book using proctoring software.**
- **Due date for the Final Business Plan will be scheduled by the Registrar's office between Dec. 12th – 19th.**

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	95-100	C+	2.3	67-69
A	4.0	85-94	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

NORTHWESTERN POLYTECHNIC



COURSE SCHEDULE/ TENTATIVE TIMELINE:

Week	Topics	Reading/ Resources	Assignments & Tasks
Week 1	Introduction to the Course		Read course outline and introductory information, scan through course material & purchase textbook
Week 2	Stage 1 - Assessing your Entrepreneurial Potential	Read Stage 1	Personal Introduction Post (Due Friday, Sept 13 by 11:59 pm) SmartBook Exercises for Stage 1 (Due Sunday, Sept 15 by 11:59 pm)
Week 3	Stage 2 – Defining your Business Idea	Read Stage 2	Code of Ethics Assignment (Due Friday, Sept 20 by 11:59 pm) SmartBook Exercises for Stage 2 (Due Sunday, Sept 22 by 11:59 pm)
Week 4	Stage 5 - Business Plans	Read Stage 5	Quiz #1: Stages 1 & 2 (Due Friday, Sept 27 by 11:59 pm) SmartBook Exercises for Stage 5 (Due Sunday, Sept 29 by 11:59 pm)
Week 5	Stage 3 - Market and Technical Feasibility	Read Stage 3	Business Concept Assignment (Due Friday, Oct 4 by 11:59 pm)
Week 6			Quiz #2: Stages 3 & 5 (Due Sunday, Oct 13 by 11:59 pm) SmartBook Exercises for Stage 3 (Due Sunday, Oct 13 by 11:59 pm)
Week 7	Stage 4 – Financial Viability	Read Stage 4	SmartBook Exercises for Stage 4 (Due Sunday, Oct 20 by 11:59 pm)
Week 8	Stage 6 - Financing Your Business	Read Stage 6	Quiz #3: Stage 4 (Due Friday, Oct 25 by 11:59 pm) TERM TEST #1 – Ch. 1-5, Must be written Oct. 31 or Nov 1
Week 9			SmartBook Exercises for Stage 6 (Due Sunday, Nov 3 by 11:59 pm)
Week 10	Stage 7 - Legal Considerations	Read Stage 7	Market Feasibility Study (Due Nov. 7 by 11:59pm) Quiz #4: Stages 6 & 7 (Due Sunday, Nov 10 by 11:59 pm) SmartBook Exercises for Stage 7 (Due Sunday, Nov 10 by 11:59 pm)
Week 11	Fall Break		

Schedule continues on next page

Week 12	Stage 8 - Marketing	Read Stage 8	SmartBook Exercises for Stage 8 (Due Sunday, Nov 17 by 11:59 pm)
Week 13	Stage 9 - Sales	Read Stage 9	SmartBook Exercises for Stage 9 (Due Sunday, Nov 24 by 11:59 pm)
Week 14	Stage 10 – Buying a Business or a Franchise	Read Stage 10	SmartBook Exercises for Stage 10 (Due Sunday, Nov 24 by 11:59 pm) Quiz #5: Stages 8, 9, & 10 (Due Tuesday, Nov 26 by 11:59 pm) TERM TEST #2 – Ch. 6-10, Must be written Nov 28 or 29
	Finishing the Business Plan	Final Business Plan Completion	Financial & Financing Plan Assignment (Due Friday, Dec. 4 by 11:59 pm)
Week 15			Final Business Plan Completion
Dec. 12-19 - FINAL BUSINESS PLAN DUE DATE - Scheduled by the Registrar's Office			

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

STUDENT RESPONSIBILITIES:

Registered students are expected to abide by the rules and regulations of NWP. It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; please see

<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

Additional Information:

SB Lessons

- Each section covered in the text will have an associated SB lesson that the students must complete. These lessons are interactive and completion of all lessons within the stipulated pre-set due dates will have a total weighting of 5% of the student's final grade.
- Completion marks on lessons are always recorded on the dashboard and visible to students. **To obtain the completion marks for the online lessons, the student must complete the lesson before the expiration of the pre-set due date.**

Quizzes

- There will be 5 Connect quizzes throughout the semester, each having one attempt.
- The quizzes will be marked immediately, and the student will receive their grade immediately.
- **All quizzes must be completed before the due date or the student will receive a mark of zero (0).**
- Once the quiz has been started, you must complete the entire quiz within the designated 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. The student must have a reliable internet connection when attempting an exam.
- CONNECT quizzes and other online resources will be available for study attempts. *All CONNECT resources will be hidden and unavailable from students during exam writing dates (See course schedule)*

Assignments

- All assignments must be submitted by the due date. Late assignments will have a 10% reduction per day. Assignments past five days will be assessed a grade of zero.
- Assignments will be submitted in Word document through myClass and will be subject to Turnitin plagiarism assessment.
- ChatGPT or other forms of AI are not to be used for these assignments.

Term Tests

- Two term tests will be given throughout the semester (See schedule for dates), each worth 15%.
- **Exams will be administered online (Proctoring software will be used).**
- ***All CONNECT resources will be hidden and unavailable from students during exam writing dates (See course schedule)***
- The exams must be completed before the expiration of the pre-set due date, or the student will receive a mark of zero for any missed exams (see schedule for dates).



- Once the exams have started, **you must complete the entire exam within the allotted time limit.** Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. The student must have a reliable internet connection when attempting an exam.
- Textbooks or notes will not be allowed in the examination area.
- **There will only be one attempt on each exam.**
- The student will receive the mark after the due date. No answers or solutions will be provided.

Final Project

- There is no written Final Exam in this course; however, there is a **Final Business Plan** assignment instead. This will be due on the date that the Registrar sets, sometime during the Final exam period, **Dec. 12-19, 2024.**
- **No late assignments will be accepted.**
- This assignment will be submitted in Word document through myClass and will be subject to Turnitin plagiarism assessment.
- ChatGPT or other forms of AI are not to be used for this assignment.

USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.
- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions [click here](#), and for video instructions [click here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam. When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, which states, “No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.” In addition, subsection 39(4) states, “A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their [Privacy Policy](#).

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.