



DEPARTMENT BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2021

BA2910 (EC): Small Business Entrepreneurship – 3 (3-0-0) UT 45 Hours 15 Weeks

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
OFFICE: C201 **E-MAIL:** cvasileiou@gprc.ab.ca
OFFICE HOURS: Virtually via Zoom on Tuesday/Thursday, 11:30-1:00pm, by appointment

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)/COREQUISITE:

BA1110 and BA1090; Co-requisite – BA 1120

REQUIRED TEXT/RESOURCE MATERIALS:

Good, W., Mayhew, W., Yap, R., Ford, M. (2021) *Building Your Dream: A Canadian Guide to Starting Your Own Business*. Eleventh Edition. McGraw-Hill Ryerson Limited.

* This text or e-book includes the **Connect with SmartBook 2.0** online learning system. The text or e-book and Connect with SmartBook will be used extensively.

All students must have online access to Connect with SmartBook 2.0. You must have a Connect 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 an e-book with an access code. If you have purchased a used textbook, you will have to purchase an access code separately using the registration information provided by the instructor.

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 365 Microsoft Office 2016 or 2019 or compatible office suite

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

Note: Students may experience some issues using Chromebooks with some applications. Please discuss issues with your instructor.

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

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COURSE MANAGEMENT SYSTEM:

GPRC uses the MyClass (D2L) online course management system.

To access MyClass, visit <https://myclass.gprc.ab.ca/>

DELIVERY MODE(S): Self-Study: Distance Delivery

Distance Education: This is a paced online self-study course. You will work through the course content in the order presented, completing all textbook readings, Connect chapter SmartBook 2.0 exercises, quizzes, and assignments before progressing to the next week. Please adhere to the tentative weekly schedule; see section below. You can participate in MyClass discussion forums to offer and receive support from your instructor and other students.

The course is delivered entirely online using GPRC MyClass software and the McGraw-Hill Connect Online SmartBook 2.0 (Connect). For each chapter, a MS PowerPoint presentation is available. Relevant SmartBook exercises for each chapter will be assigned as well as periodic Connect quizzes to test your knowledge, understanding, and application of the material throughout the course. You will be evaluated several times so you can assess how you are doing as you work through the material. There will also be periodic written assignments to complete, which move you through the process of writing a business plan. The exercises, assignments and quizzes have *specific due dates* to keep you on track, so you will finish the 15-week course on time. You may, however, complete and submit these evaluations before their due dates.

It is highly recommended that you take advantage of all the material on the MyClass course and McGraw Hill Connect websites. Access to Connect comes with the purchase of your textbook. Important information, announcements, and grades are posted on the GPRC MyClass course site. Grades for exercises, assignments, and tests are also posted to the GPRC MyClass gradebook. Please check your MyGPRC account for your final letter grade after the completion of the course.

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

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:

Connect SmartBook 2.0 Exercises	5%
Connect Quizzes (5 @ 3% each)	15%
Assignments	30%
Final Business Plan	50%

GRADING CRITERIA:

Grades will be assigned on a Letter Grading System using the following chart.

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

ASSIGNMENTS, EXERCISES, and QUIZZES:

- The Connect Online Learning System will automatically submit your quizzes and SmartBook exercises on the posted due date. Be sure to watch your deadlines and complete your work on time. There will be no extensions granted for late submissions. Incomplete Connect SmartBook exercises and quizzes will receive a grade of zero.
- Students will be given one attempt for Connect Quizzes. The quizzes, which are time limited, need to be completed in one sitting.
- Study attempts are allowed for Connect SmartBook Exercises.
- The McGraw Hill Connect Time Zone must be set to Canada/Mountain for the duration of the course.
- Please note that there are NO rewrites or late assignments accepted after the deadline specified in MyClass without written permission from your instructor. If an assignment deadline is missed, you will receive 0 on the assignment/exam/etc.
- There is no written Final Exam in this course; however, there is a Final Business Plan assignment instead.

COURSE SCHEDULE/TENTATIVE TIMELINE:

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

Week/Dates	Topics	Reading/Resources	Overview to Assignments & Tasks
Week 1 Sep 1	Introduction to the Course		Read course outline and introductory information, view introductory Zoom session, scan through course material, purchase textbook
Week 2 Sep 6	Module 1: Ch. 1 - Assessing your Potential for an Entrepreneurial Career	Read Ch. 1 (Stage 1)	SmartBook Exercises – Ch. 1 (Due Sunday, Sep 12 at 11:30 pm)
Week 3 Sep 13	Module 2: Ch. 2 - Exploring Business Ideas & Opportunities	Read Ch. 2 (Stage 2) Work on Business Concept Assignment	Financial Self Assessment - (Due Monday, Sep 13 at 11:30 pm) Code of Ethics Assignment - (Due Monday, Sep 13 at 11:30pm) SmartBook Exercises – Ch. 2 (Due Sunday, Sep 19 at 11:30 pm)
Week 4 Sep 20	Module 3: Ch. 5 - Business Plans	Read Ch. 5 (Stage 5)	Quiz #1, Ch. 1 & 2 – (Due Monday, Sep 20 at 11:30pm) SmartBook Exercises – Ch. 5 (Due Sunday, Sep 26 at 11:30pm)
Weeks 5 & 6 Sep 27 - Oct 10	Module 4: Ch. 3 - Market Feasibility Study	Read Ch. 3 (Stage 3) Work on Market Feasibility Study Assignment	Business Concept Assignment (Due Monday, Sep 27 at 11:30pm) SmartBook Exercises – Ch. 3 (Due Sunday, Oct 3 at 11:30pm) Quiz #2, Ch. 5 & 3 – (Due Monday, Oct 4 at 11:30pm)
Week 7 – Oct 11-17	FALL BREAK – NO CLASSES		

<p>Week 8 Oct 18</p>	<p>Module 5: Ch. 4 - Cost and Profitability Assessment</p>	<p>Read Ch. 4 (Stage 4)</p> <p>Work on Financial Plan Assignment</p>	<p>Market Feasibility Study – (Due Monday, Oct 18 at 11:30pm)</p> <p>SmartBook Exercises – Ch. 4 (Due Sunday, Oct 24 at 11:30pm)</p>
<p>Weeks 9 & 10 Oct 25 – Nov 7</p>	<p>Module 6: Ch. 7 - Financing Your Business</p>	<p>Read Ch. 7 (Stage 7)</p> <p>Work on Financial Plan and Financing Plan Assignments</p>	<p>Quiz #3, Ch. 4 – (Due Monday, Oct 25 at 11:30pm)</p> <p>SmartBook Exercises – Ch. 7 (Due Sunday, Oct 31 at 11:30pm)</p> <p>Financial Plan Assignment - (Due Sunday, Nov 7 at 11:30pm)</p> <p>Financing Plan - (Due Sunday, Nov 7 at 11:30pm)</p>
<p>Week 11 Nov 8</p>	<p>Module 7: Ch. 6 - Legal Considerations</p>	<p>Read Ch. 6 (Stage 6)</p> <p>Work on Legal Considerations Plan</p>	<p>SmartBook Exercises – Ch. 6 (Due Sunday, Nov 14 at 11:30pm)</p>
<p>Week 12 Nov 15</p>	<p>Module 8: Ch. 8 - Marketing Your Business</p>	<p>Read Ch. 8 (Stage 8)</p> <p>Work on Marketing and Sales Plan</p>	<p>Quiz #4, Ch. 7 & 6 – (Due Monday, Nov 15 at 11:30pm)</p> <p>SmartBook Exercises – Ch. 8 (Due Sunday, Nov 21 at 11:30pm)</p> <p>Legal Considerations Plan - (Due Monday, Nov 22 at 11:30pm)</p>
<p>Week 13 Nov 22</p>	<p>Module 9: Ch. 9 - Sales and Operations</p>	<p>Read Ch. 9 (Stage 9)</p> <p>Work on Operations Plan</p>	<p>LearnSmart Exercises – Ch. 9 (Due Sunday, Nov 28 at 11:30pm)</p>

Weeks 14 & 15 Nov 29 – Dec 9	Module 10: Finishing the Business Plan	Final Business Plan Completion	Quiz #5, Ch. 8 & 9 – (Due Monday, Nov 29 at 11:30pm) Marketing and Sales Plan Due Wednesday, Dec 1 at 11:30pm) Operations Plan (Due Sunday, Dec 5 at 11:30pm)
	FINAL BUISNESS PLAN		FINAL COMPREHENSIVE BUSINESS PLAN DUE DATE - TBA (NO FINAL EXAM)

STUDENT RESPONSIBILITIES:

It is the student's responsibility to read, understand and comply with the College's Academic Policies, which are reviewed regularly, updated and posted on the College website. If students have any questions regarding these policies, please contact Student Services. Please see the Academic Policy on Student Rights and Responsibilities on the College website at <https://www.gprc.ab.ca/about/administration/policies/>

Time Management:

The expectation for this course is that students read the material and complete the exercises independently. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so students are encouraged to plan their schedule accordingly. It is difficult for students to catch up once they fall behind schedule.

Recording

Recording or taking photos in Zoom meetings is prohibited unless advance permission is obtained from the instructor. 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 1-2 days, excluding weekends, holidays, or GPRC events without scheduled classes. When emailing your

instructor, please use 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.

Copyright

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

Academic Dishonesty

Turnitin, plagiarism detection software, will be used in this class.

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a course of action might constitute plagiarism, you are advised to consult with the instructor. Please also see the following page of the outline.

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 <http://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.