



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **November 2001**
 B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Business**
 If Revision, Section(s) Revised: **H**
 Date Last Revised: **1987-02: New Course**

C: **BUSN 250** D: **Exploring Business Ownership** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This is an introductory course for people who want to investigate entrepreneurship as a career option, and their suitability as potential business owners. A variety of business areas are covered, including the development of a specific business plan.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 1 Hrs. Seminar: 3 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: Effective September 2002, English 12 with a grade of "C" or better. One BUSN course recommended.	
	I: Course Corequisites: nil	
	J: Course for which this Course is a Prerequisite: nil	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input checked="" type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. examine the concept of entrepreneurship, including its advantages and disadvantages to determine his level of interest in, and aptitude for, becoming a business owner;
2. examine the organization and operational features of various types of small businesses, and the position and growth of the small business sector in the macro-economic context;
3. develop strategies to identify business venture opportunities;
4. examine the basic components of a business plan;
5. develop a detailed business plan, given an existing idea, product or service as a starting point.

N: Course Content**Section I: The Business Ownership Option**

Module 1: What's It like to Own a Business?

Module 2: Are you an Entrepreneur?

Module 3: Success Factors in Small Business.

Section II: Finding Opportunities for Business Ventures

Module 4: What's Going on in the Economy?

Module 5: Opportunity-Hunting Skills.

Module 6: Business Opportunities in British Columbia.

Module 7: Testing Business Ideas for Opportunity.

Section III: The Components of a Business Plan

Module 8: What is a Business Plan?

Module 9: Identifying the information for a Business Plan

Section IV: A Business Plan

Module 10: Preparing A Business Plan

<p>O: Methods of Instruction</p> <p>Lectures and seminars.</p>														
<p>P: Textbooks and Materials to be Purchased by Students:</p> <p>Rusnell, Dale. <u>Exploring Business Ownership</u>, Sponsored by Business Education Coordinating Committee</p> <p>Current articles from various periodicals.</p>														
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td style="padding-left: 20px;">Group project(s)</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Term tests</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Business proposal</td> <td style="text-align: right;">5%</td> </tr> <tr> <td style="padding-left: 20px;">Written business plan</td> <td style="text-align: right;">25%</td> </tr> <tr> <td style="padding-left: 20px;">Oral presentation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Participation	10%	Group project(s)	20%	Term tests	30%	Business proposal	5%	Written business plan	25%	Oral presentation	<u>10%</u>		<u>100%</u>
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	<u>100%</u>													
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>														

Course Designer(s): **Lorne Mackenzie**

Education Council/Curriculum Committee
Representative

Dean/Director: **Jim Sator**

Registrar: Trish Angus