

Faculty:	
Email:	
Faculty Availability:	
Program Coordinator:	

COURSE OUTLINE ACADEMIC YEAR 2015/2016

Course Title: Entrepreneurship			
Course Code: BMGT 255	Schedule Type Code: LEC	Credit Value: Three (3)	Class Hours: 45 hours
Programs: Business Management		Pre-requisite(s): BACC152 BMGT152 BMGT 203 MKTG 150	Co-requisite(s): N/A
Prerequisite for: N/A			
Restrictions: N/A			
Notes: Course Code: Formerly BMGT 475 Prerequisites: Formerly BACC 100; BMGT 201; BMGT 305; MKTG 211			

Approved By: The Business School

Dean/Associate Dean: Mark Hanna

Signature:  **Date:** July 6th, 2015

Course Description

In this course, students will apply concepts from the various functional areas of business to the process of starting and managing a small firm. The course will serve as a capstone for the Business Management program by requiring students to participate in the creation of a business plan for a new or existing venture. The course will provide a knowledge base for students to expand their skills in creative problem solving, opportunity analysis and setting targets for an entrepreneurial endeavour.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Evaluate entrepreneurship as a career path;
2. Research and prepare major components of a business plan;
3. Access sources of data and information for the preparation of the plan;
4. Assess and evaluate the relevance of market data;
5. Measure and evaluate the financial effectiveness of a business plan;
6. Communicate in writing a business model;
7. Present a logical case for the feasibility of a business plan;
8. Apply marketing and accounting concepts to small business problems;
9. Assess the impact of management decisions on the success of a small business.

Essential Employability Skills

Essential Employability Skills are transferable skills that provide the foundation for a student's academic, vocational, and personal success.

X	Communication	X	Critical Thinking & Problem Solving	X	Interpersonal
X	Numeracy	X	Information Management	X	Personal

Learning Resources

Required Resources:

Skinner, J. (2015). *Business Plan, Business Reality: Starting and Managing Your Own Business In Canada* (4th Ed.). Toronto: Pearson Education Canada Inc. ISBN 9780133370263

Supplemental Resources:

Handouts, Reference Websites, Textbook Website, Blackboard Course Site and Humber Libraries

Copyright

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See the Humber Libraries website (<http://library.humber.ca>) for additional information regarding copyright and for details on allowable limits.

Learning Delivery Format

The course will consist of assigned readings, lectures, discussion, independent research, and group case work and simulations. Scheduling for tests and assignments will be varied by the instructor.

Course Content

UNIT	TOPIC(S)	ASSESSMENTS	RESOURCES
Business Plans	<ul style="list-style-type: none"> Start-up issues Small business management Advisors and mentors Defining the business 	In-class cases and exercises	Skinner, J., Chapter 1
Legal Formation of a Business	<ul style="list-style-type: none"> Sole proprietor Partnership Incorporation Other legal forms Partnering for Success 	In-class cases and exercises	Business Registration Forms/Websites
Buying an Independent Business or a Franchise	<ul style="list-style-type: none"> Assessing the firm Buying options Price determination Franchise types Legislation The franchise contract 	Cases and In-class exercises	Assigned websites
Feasibility Research	<ul style="list-style-type: none"> Selecting a market target Data gathering Competition analysis Calculating market potential and forecasting sales 	In-class exercises	Skinner, J., Chapter 2
Risk Management	<ul style="list-style-type: none"> Insurance Loss prevention Credit and collection Intellectual property 	Test 1 – 20%	Skinner, J., Chapter 2
Marketing Mix	<ul style="list-style-type: none"> Pricing strategy Distribution strategy Promotion strategy Product strategy Customer service strategy 	In-class cases and exercises	Skinner, J., Chapter 3
Operations Management	<ul style="list-style-type: none"> Managing space and equipment Managing processes Managing information Record keeping and software packages 	In-class cases and exercises	Skinner, J., Chapter 4
Managing People	<ul style="list-style-type: none"> Work division Compensation 	In-class cases and exercises	Skinner, J., Chapter 4
Government Issues	<ul style="list-style-type: none"> Licenses and permits Taxation Regulations 	In-class cases and exercises Test 2 – 20%	Skinner, J., Chapter 4
Financial Management	<ul style="list-style-type: none"> Sources of finance Long-term funding Lease or buy decisions Tax planning 	In-class cases and exercises Business Plan Assignment – 20%	Skinner, J., Chapter 5

UNIT	TOPIC(S)	ASSESSMENTS	RESOURCES
Financial Statements and Analysis	<ul style="list-style-type: none"> • Profitability and expense management • Break-even analysis • Cash flow management • Financial ratios 	In-class cases and exercises	Skinner, J., Chapter 5
Social Entrepreneurship	<ul style="list-style-type: none"> • Non-profit corporations • Co-operative enterprises • Mutual benefit societies • Knowledge Entrepreneurship • Small business and the Environment 	In-class review and exercises Test 3 – 20%	Skinner, J., Chapter 11 (pg. 251-252 & 260-264) Assigned Websites

Please note: this course schedule may change as resources and circumstances require.

Student Evaluations

Type of Assessment	%
Business plan (written)	20
Assignments, exercises and case studies	20
Tests (3 x 20%)	60
	100%

Course Specific Policies and Expectations

Students must complete the written business plan assignment in order to receive credit for this course.

Diploma Students

In addition to meeting all program specific course and credit requirements, students must have a Cumulative Program Grade Point Average (CPGPA) of ≥ 60 in order to be eligible for graduation.

Policies and Procedures

It is the student's responsibility to be aware of the College Academic Regulations which can be found on the following website: <http://www.humber.ca/admissions/academic-regulations>

Academic Integrity

Academic integrity is essentially honesty in all academic endeavours. Academic integrity requires that students avoid all forms of academic misconduct or dishonesty, including plagiarism, cheating on tests or exams or any misrepresentation of academic accomplishment.

Research Activity

This course has undergone ethical review by the Business School at Humber Institute of Technology and Advanced Learning. Information gathered for the purposes of this course does not involve collection of data from human subjects who are not enrolled in the course.

Academic Concern/Appeals

If a student has questions or concerns regarding a grade on an assignment or test, the student should discuss the matter with the faculty member. The Program Co-ordinator and/or the Associate Dean may be asked to assist if the faculty member and student are unable to resolve issues. For additional information please refer to Section 13 of College's Academic Complaint and Appeal Policy at the web site identified above.

Prior Learning Assessment Recognition (PLAR)

Course credits may be granted in recognition of prior learning, and that Application for Consideration is made through the Office of the Registrar at <http://registrar.humberc.on.ca/ride2011/doc/PLARApplication.pdf>

Accessible Learning Services

Humber seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Humber is dedicated to providing equal access to students with disabilities. The Disability Services staff are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations. If you require academic accommodations, contact:

Website: <http://www.humber.ca/student-life/swac/accessible-learning>

North Campus: (416) 675-5090

Lakeshore Campus: (416) 675-6622 ext. 3331

Disclaimer

While every effort is made by the professor/faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, college closure, technology/equipment problems or changes, etc.).