

**COURSE CODE:** BUAD 293

**COURSE TITLE:** Entrepreneurship

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**Calendar Description**

This course is an investigation into the role of the entrepreneur in business and economic development. The personality/character traits that are associated with the entrepreneurial spirit are examined. Students will identify business opportunities, develop a business plan for their own small business and pitch their venture idea to stakeholders who will evaluate its potential viability (also offered by Distance Education).

**Prerequisite(s):** BUAD116, 123, 128 and 195

**Co-requisite(s):** BUAD 264

**Prerequisite For:** BUAD 308

**Substitutable Courses:** None

**Graduation Requirement:** Diploma, Marketing and Management Options - Required

Students commencing their program on or after September 2014 BBA, Tourism & Hospitality Management Specialty - Required Diploma, Tourism & Hospitality Management Option - Required

**Transfer Credit:** N/A

**Special Notes:** Credit may be received by passing a challenge exam.

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** 1989

**EDCO Approval:** June 2010

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**CHAIR'S APPROVAL:**

*Calcedo*

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Describe** the process and mechanics of starting a business.
  - 2 **Explain** the characteristics, abilities and attitudes that are associated with successful entrepreneurs.
  - 3 **Critique** the viability of business opportunities that have been identified with an environmental scan.
  - 4 **Estimate** the market and financial feasibility of venture ideas through an analysis of secondary research.
  - 5 **Create** a business plan for a small business that includes plans for marketing, human resources, operations and financial feasibility.
  - 6 **Demonstrate** good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.
  - 7 **Demonstrate** presentation skills that grab the listener's attention, hold their interest and conclude strongly.

## Course Objectives

- Objectives This course will cover the following content:
- 1 Business Trend Identification
  - 2 Target Customer Profiling
  - 3 Competitive Intelligence
  - 4 Product/Service Development
  - 5 Marketing (Promotion, Packaging and Pricing of Product/Service)
  - 6 Financial Analysis & Management
  - 7 Human Resource Management
  - 8 Team Presentations
  - 9 Legal & Risk Management Issues in Business

## Professors

Name	Phone Number	Office	Email
Stacey Fenwick (Course Captain)	250 317 4313	E223	<a href="mailto:sfenwick@okanagan.bc.ca">sfenwick@okanagan.bc.ca</a>
Aidan Cole	email	C159	<a href="mailto:acole@okanagan.bc.ca">acole@okanagan.bc.ca</a>
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Todd Gillick	ext. 4564	C103	<a href="mailto:tgillick@okanagan.bc.ca">tgillick@okanagan.bc.ca</a>

## Evaluation Procedure

Group Component	
Business Plan Proposal	10 %
Business Plan Project	40 %
Individual Component	
Individual Assignments & Term Work	40 %
Business Plan Presentation	10 %
<b>Total</b>	<b>100 %</b>

### Generative AI tools are permitted with specific restrictions:

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See How to cite [ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

## Required Materials

Knowles, R. (2017). *Small Business: An Entrepreneur's Plan*, 7th Enhanced Canadian ed. Toronto, Canada: Nelson Education Limited

This book is available as a physical textbook or online via the Kelowna Campus Store

[Small Business: An Entrepreneur's Plan, Enhanced, 7th Edition - 9780176703479 - Cengage](#)

you can purchase your textbook resource(s) from the Online Campus Store at [www.okanagan.bc.ca/campusstores](http://www.okanagan.bc.ca/campusstores)

**or** purchase them in-person at the Kelowna Campus store.

- \* Some sections of this course may require students to purchase access to a simulation. Further details will be provided by the instructor.

## Notes

All components of the business plan must be completed (business plan proposal, project and presentation) in order to pass the course. Penalties of up to 10% per day (including weekends) apply for late assignments.

## Group Work

The entrepreneurship course requires a significant amount of group work with your business plan team. Hence, half of your course grade will consist of a "team" mark. See your professor for specific details on the course assignments, due dates and evaluation standards. Make sure to choose your team wisely as they will have a large impact on your final course outcome.

## Individual Work

The individual term work may include quizzes, assignments, class participation, and/or a business simulation. The latter would require students to pay a registration fee. The final exam is comprehensive, covering all chapters taught in the course.

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Chapter(s):
Sept 2	1	Course Overview Introduction to Entrepreneurship - Assessing Your Potential	CH 1 Moodle Resources
Sept 9	2	The Venture Idea - Identifying Opportunities Business Model Canvas, Pitch	CH 2,3
Sept 23	3	Establish Groups Group Work, Team Charter Business Idea Confirmation	
Sept 30	4	<b>Business Plan Marketing Section Parts A-D</b> Business Plan Overview Marketing research	CH 15
Oct 7	5	Target Customer, Competition Business Plan Parts A-D OC Library Presentation	CH 4, 5, 6
Oct 14	6	Price & Promotion	CH 4, 5, 6
Oct 21	7	<b>Business Plan Operations Section Parts E-G</b> Elevator Pitch Competition Distribution & Location Legal Concerns Risk Management	Ch. 7, 8, 9
Oct 28	8	Securing Financing The Management Team	Ch. 12, 11
Nov 4	9	Socially Responsible, Sustainable and Ethical Enterprise	Moodle Resources
Nov 11	10	<b>Business Plan – Financial Section Part H</b> Financial Information, Start-Up funds, Sales Forecasting, Cashflow projections, Pro Forma Statements	Ch. 10
Nov 18	12	Venture Options: Start-ups, Buy, Franchise	Ch. 10, 13, 14
Nov 25	13	<b>Final Business Plan – Putting it all Together</b> Business Plan & Presentation Consultations	
Dec 2	14	Business Plan- Presentations	
		No Final Exam	

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.