

COURSE CODE: BUAD 112

COURSE TITLE: Introduction to Entrepreneurship

Calendar Description

This course provides an introduction to entrepreneurship and an opportunity to determine if the entrepreneurship specialty is the right path for business and social leaders. Students will examine the elements of entrepreneurial thinking and methodologies used to determine when an idea may be an opportunity, acquire intrapreneurial know-how by offering viable solutions to challenges, and research and refine a business opportunity and pitch the idea. The goals should be to improve the economy, make money, create jobs, and positively influence environmental and social outcomes.

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: Elective - BBA Entrepreneurship Specialty

Transfer Credit: N/A

Credits: 3

Hours per Week: 3

Originally Developed: Fall 2021

EDCO Approval:

CHAIR'S APPROVAL:



Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Describe** the process and mechanics of starting a business.
 - 2 **Develop** idea generation processes and client interview skills.
 - 3 **Explain** the characteristics, abilities and attitudes that are associated with successful entrepreneurs.
 - 4 **Critique** the viability of business opportunities that have been identified
 - 5 **Estimate** the market and financial feasibility of venture ideas through an analysis of business models.
 - 6 **Demonstrate** good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.
 - 7 **Demonstrate** presentation skills with a Pitch that grabs the listener's attention, holds their interest and concludes strongly.

Course Objectives

- Objectives This course will cover the following content:
See weekly course schedule below

Professors

Name	Phone Number	Office	Email
Mark T. Ziebarth	250.809.8080	E-218	mziebarth@okanagan.bc.ca

Evaluation Procedure

Individual Based

Chapter Quiz Exams (5 Quizzams)	50 %
Class Work/Participation	10 %

Team Based

Pitch	10 %
Simulation and Report	20 %
Presentation	10 %

Total 100 %

Course Policy on the Use of Artificial Intelligence

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

Entrepreneurship, Michael Laverty & Chris Little, 2020, OpenStax, Rice University, ISBN: 978-1-947172-70-8. This is a free open-source textbook available at <https://openstax.org/details/books/entrepreneurship>

Entrepreneurship Simulation, Praxar, Inc., www.praxar.com/. Price is approximately \$40 CND. This is a required resource.

Notes

Simulation

Praxar's Entrepreneurship platform is an easy-to-use online simulation for developing skills in running and growing a kayak manufacturing business. You and your teammates will work on and complete the simulation inside and outside of the classroom. You and your teammates will also make a presentation on the simulation toward the end of the semester.

Quizzes

The instructor will use five (5) Quiz Exams, "Quizzams," to emphasize and reinforce the key points of chapters and lectures. The dates of these quizzes are included in the class schedule. The Quizzams are worth 10% toward your final grade. Everybody must write the quizzes in the scheduled days/weeks, except for medical reasons; students are NOT allowed to have make-up quizzes. The instructor may not necessarily cover all of the materials in the chapters. It is the responsibility of the student to understand the concepts presented in the textbook and lectures. If you are unsure of any of the concepts, please take the initiative to ask the instructor.

Course Approach/Learning Strategy:

This course will involve a combination of directed and experiential learning. Team and individual learning and evaluation are used. Guest Speakers will provide insight as well.

“Elevator Pitch” Project

Students will create/join a team. Each team select an idea from those generated by your group members individually and then prepare a 5-minute “elevator pitch” presentation for the business idea they have developed. Each team is allowed exactly 5 minutes for their “elevator pitch”, followed by a 3-minute Q&A session. All team members will present a portion of their “elevator pitch” in class. (Please make sure that you practice your “elevator pitch” before the presentation day, as your presentation needs to be concise and well-rehearsed.)

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 Week of:		Wed, Sep 3 - Classes begin Mon, Oct 13 - Statutory Holiday (no classes) Mon, Nov 10 - No classes Tue, Nov 11 - Statutory Holiday (no classes) Fri, Dec 5 - Last day of regularly scheduled classes Tue, Dec 9 - Thu, Dec 18 - Final exam period – see policy .	Chapter(s):
Sep	3	Introduction	
	8	Entrepreneurial Mindset/Entrepreneurial Pathways	Chap 1/2
	15	Ethical and Social Responsibilities/ Quizzam #1 *	Chap 3
	22	Creativity & Innovation/Identifying Opportunity	Chap 4/5
	29	Pitch Project /Problem Solving & Need Recognition **	Chap 6
Oct	6	Quizzam #2 /Pitching Your Idea ***	Chap 7
	13	Simulation begins on Monday, Oct. 13 **** No Class/Marketing & Sales	Chap 8
	20	Finance & Accounting	Chap 9
	27	Quizzam #3 /Launching, Growing, Adapting *****	Chap 10
Nov	3	The Business Plan/Building Networks	Chap 11/12
	10	No Class/ Quizzam #4 *****	
	17	Legal, Tax & Risk Issues/Team Meetings	Chap 13
	24	Resource Planning/Next Steps Simulation ends on Friday, Nov. 28 *****	Chap 14/15
Dec	1	Presentations/ Quizzam #5 *****	
	9-18	Final Exam Period	

Skills Across the Business Curriculum

The 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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 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 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, 6th edition (2009)). A copy of the APA manual is available in the reference section and 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 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.

