

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Winter 2024

#### **BA1040 (A3): Small Business Entrepreneurship – 3 (3-0-0) UT 45 Hours for 15 Weeks**

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Carolyn Vasileiou

**OFFICE:** C201

**OFFICE HOURS:** Monday/Wednesday 11:30-1:00pm or by appointment

**PHONE:** 780-539-2221

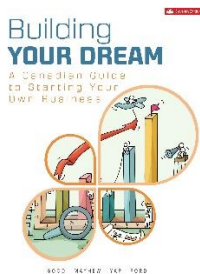
**E-MAIL:** [cvasileiou@nwpolytech.ca](mailto:cvasileiou@nwpolytech.ca)

**CALENDAR DESCRIPTION:** As well as examining the formulation of business plans, this course examines the function of management concerned with organization, staffing, directing, and controlling. Objectives for effective management, such as profit, service, personnel and operation, are examined. Case analysis is used to integrate course material.

**PREREQUISITE(S)/COREQUISITE:** This course is restricted to Personal Training students only.

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

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



**NOTE: All students must have access to the Connect online lessons and online quizzes.** You must have an access code to gain access to the online resources. It is the student's choice if they purchase a textbook with an access code, or an e-textbook with access code. If you have purchased a used book, you will have to purchase an access code separately. If you have difficulty accessing the online resources, try an alternative web browser.

For device, software, and network requirements, please visit the following link:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

**DELIVERY MODE:** On-campus (face-to-face)

This is a 3-credit course with 3 hours of lecture per week. The course work includes lectures, guest presentations, class discussions, group work, and student presentations. You should study assigned readings before class and be prepared to discuss the material and apply your understanding in the classroom. Attend On-Campus, In-Person.

### **LEARNING OUTCOMES:**

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

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

### **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.alberta.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:

Quizzes (5 online quizzes during term)	15%
SmartBook Exercises (SB)	10%
Participation and exercises	10%
Pitch Project	15%
Business Plan (includes draft submissions)	50%
Total	100%

## Evaluation Policies:

- **SB Connect** practice assignments will be *automatically submitted* on the due date in Connect. Late assignments will not be accepted and missed assignments will receive a grade of zero. No extensions or re-writes will be granted.
- **Quizzes** will be conducted online in **Connect** during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero. There will be 5 quizzes, with one attempt each. Re-writes or extra work will not be granted for missed quizzes or unsuccessful attempts.
- **Participation** marks will be assessed based on attendance and responses to assigned readings, in-class discussions, and assigned activities.
- **Assignments** - Unauthorized **late assignments**, if accepted, will have a **10% per day** late penalty applied to the assignment grade. If you believe you have a legitimate reason to make a request for a late submission on an assignment or other deliverable, please contact the instructor beforehand. **Turnitin** plagiarism software will be used in this class.
- **Business Plan** - Students will submit drafts of the major sections of their business plans during the semester. The business plan will include an executive summary, feasibility plan, marketing and sales plan, operational plan, financial and financing plans, and other such components.
- **Pitch Project** – Students will prepare a pitch for their business idea and then present it to the class. Please see the Course Schedule/Tentative Timeline for dates.
- **Final Exam** – The **Final Business Plan Project** will take the place of a Final Exam, and will be due during the Final Exam period as scheduled by the Registrar’s Office.

## GRADING CRITERIA:

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	95-100	C+	2.3	67-69
A	4.0	85-94	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

## COURSE SCHEDULE/ TENTATIVE TIMELINE:

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

Week Start Date	Topic	Required Reading
Jan 8	Outline / Course Overview/Assessing Your Entrepreneurship Potential	Chapter 1
Jan 15	Defining Your Business Ideas and Opportunities	Chapter 2 <b>Quiz #1 – Ch. 1 &amp; 2 due Jan. 21, at 11:59pm</b>
Jan 22	Business Plans	Chapter 5
Jan 29	Market Feasibility Study	Chapter 3

		<b>Quiz #2 – Ch. 3 &amp; 5 due Feb. 4, at 11:59pm</b>
Feb 5	Feasibility Study Lean Canvas	
Feb 12	Forecasting Financial Requirements	Chapter 4
Feb 19	<b>Family Day and Winter Break (no classes)</b>	
Feb 26	Financing Your Business	Chapter 7 <b>Quiz #3 – Ch. 4 &amp; 7 due Mar. 3, at 11:59pm</b>
Mar 4	Legal Considerations	Chapter 6
Mar 11	Buying a Business or a Franchise	Chapter 10 <b>Quiz #4 – Ch. 6 &amp; 10 due Mar. 17, at 11:59pm</b>
Mar 18	Marketing <b>March 19 - Business Conference</b>	Chapter 8
Mar 25	Sales	Chapter 9 <b>Quiz #5 – Ch. 8 &amp; 9 due Mar. 31, at 11:59pm</b>
Apr 1	Pitch Presentations	
Apr 8	Pitch Presentations Last Class - Apr 11	

	<b>FINAL BUSINESS PLAN DUE</b>	<b>Final Exam Period – April 17-24</b>
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## **STUDENT RESPONSIBILITIES:**

Registered students are expected to abide by the rules and regulations of NWP. It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; please see <https://www.nwpolytech.ca/about/administration/policies/>  
<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

## **STATEMENT ON ACADEMIC MISCONDUCT:**

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

\*\*Note: all Academic and Administrative policies are available on the same page.

## **Additional Information:**

### **Attendance**

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the scheduled class. Participation marks will be based on this, and some exercises may be in-class only.

### **Time Management**

The expectation for this course is that students read/review the course material before class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. See **Course Schedule/Tentative Timeline** section above. Course materials and announcements will be available on myClass, Connect, and NWP Webmail. Students are responsible for checking all three websites regularly.

### **Cell Phones, Recording and Photos**

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time. Recording lectures or taking photos in class is strictly prohibited unless advance



permission is obtained from the instructor and any guest presenter(s). 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. Any images taken without instructor consent will need to be deleted immediately.

## **Email**

Students may contact the instructor by NWP Webmail. Webmail will be answered within one business day outside of stated office hours. Webmail correspondence must be sent to your instructor from your NWP Webmail account. Webmail should be professionally formatted with correct spelling and grammar. Webmail must include a subject line and reference to the course code and material(s) and/or textbook pages, etc.

## **Copyright**

NWP respects Canadian and International laws and agreements with respect to the use of copyright materials. It is the responsibility of the individual using copyrighted materials to ensure said use is compliant with Canadian law, the Use of Copyright Materials Policy, and the Copyright Practices Guide for NWP instructors and Staff. See

<https://www.nwpolytech.ca/about/administration/policies/index.html> and  
<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=71> .

## **Study Skills Hub**

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly.

The NWP Study Skills Hub will help you develop the skills you need to succeed in your program and cope with the demands of higher education. Click on the following link for free access:

<https://libguides.nwpolytech.ca/learningportal/studyskills>