

BUS 293A/ES – New Enterprise Development

Credits 3.00, 3 hours per week

This course is intended to provide a foundation to students contemplating starting their own organization (enterprise). It has two distinct components. The first component explores the impact of entrepreneurship and seeks to identify individual strengths and develop further entrepreneurial mindset while the second component provides an introduction to and overview of some of key activities in setting up and starting an organization. Students will explore which skills, behaviour, and competencies facilitate development of a successful entrepreneur. Students will also develop an understanding of key components of entrepreneurial practice and experiment with many of these practices, creativity in particular. By the end of this course, students will have developed a strategy to become competent entrepreneurial practitioners.

Prerequisites: BUS 110, BUS 131 and BUS 239

Instructor

Instructor Name: Pratik Tripathi
Office location: BL 245
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Hours of Instruction

Monday 2:00 – 3:20 p.m.
Thursday 2:00 – 3:20 p.m.

Required Resources

Textbook title

Building Your Dream, 11th Edition

by Walter Good, Wendy Mayhew

Course Learning Objectives

Upon completion of this course, the students shall be able to:

1. Understand the concept of entrepreneurship and provide an overview of the elements required to launch a successful new business venture
2. Assess their personal attitudes and attributes and compare them with those of actual entrepreneurs
3. Determine several sources from which they may obtain ideas for a prospective new venture
4. Understand the benefits and risks associated with purchasing an existing business
5. Utilize a variety of methods to calculate the appropriate price to pay for a business
6. Understand the benefits and risks associated with purchasing a franchise
7. Conduct a feasibility study and understand the forms of business organizations
8. Protect intellectual property and examine the various sources of funding
9. Prepare a business plan

Evaluation

Midterm Examinations.....	50%	
<i>Midterm Examination I</i>		20%
<i>Midterm Examination II</i>		30%
Exercises (5).....	10%	
Assignments	40%	
<i>Assignment 1</i>		15%
<i>Assignment 2</i>		25%
	Total	100%

In-Class Assignments

Students will work on appropriate assignments involving cases or other current articles and items of interest relevant to front-line managers today. These assignments will allow you to apply your course work to Management issues from a manager’s perspective, such as Decision-making, Planning, and Controlling. Students will be provided opportunities to practice communicating effectively, organizing employees and the work they do, and strategies for improving employee morale.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	Progression C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
Minimum Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

Proposed Schedule of Topics

Week	Week of	Topic
1	August 29, 2022	Welcome to the course and organizational issues
2	September 05, 2022	STAGE ONE: Assessing Your Potential for an Entrepreneurial Career
3	September 12, 2022	STAGE TWO: Exploring Business Ideas and Opportunities
4	September 19, 2022	STAGE THREE: Market Feasibility Study Assignment 1
5	September 26, 2022	STAGE FOUR: Cost and Profitability Assessment
6	October 03, 2022	STAGE FIVE: Business Plans
7	October 10, 2022	READING BREAK
8	October 17, 2022	MID 1; Stages 1 – 5
9	October 24, 2022	STAGE SIX: Legal Considerations
10	October 31, 2022	STAGE SEVEN: Financing Your Business and Accounting Practices
11	November 07, 2022	STAGE EIGHT: Marketing Exercise 4

12	November 14, 2022	STAGE NINE: Sales Exercise 5
13	November 21, 2022	STAGE TEN: Buying a Business STAGE ELEVEN: Buying a Franchise Assignment 2
14	November 28, 2022	MID 2
15	December 05, 2022	Last day of Classes- Dec 5 Exam Week (First day of Final Exam – Dec 8, 2022)

Please Note:

Date and time allotted to each topic are subject to change.

Performance Requirements

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those

classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

Specialized Supports

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre and Wellness Services, work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies,

and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 9:00 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.