



COURSE OUTLINE

2015/2016

COURSE NAME: Creating a Business Plan

COURSE CODE: ENTR4463

COURSE DESCRIPTION

This course focuses on creating a professional business plan. The preparation of the business plan will require the synthesis of previous learning in areas of ideation, feasibility tool use, research methods, business concepts, and the business plan process. Course activities include: discovering a business opportunity; setting up personal and business goals; analyzing the industry environment, potential target markets, and competitors; devising a value proposition and positioning of a business in relation to its competitors; specifying the product, price, place, and promotional strategies of a new business; determining implementation components; and formulating all financial strategies. The outcome of these activities will be to create a full business plan and to present it to professional judges.

Course Credits: 3.00

Pre-requisites: COMM1101, MARK1130

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	<p>Conduct preparatory work for a professional business plan.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Discover an opportunity for a new business.• Identify personal and business goals for the new business.
2	<p>Analyze the industry environment, target markets, and competition of the new business.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Research the industry environment of the new business.• Choose the target markets of the new business.• Critique the competitors of the new business.
3	<p>Generate the strategic marketing elements of the new business.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Devise the value proposition of the new business.• Select the image for the new business through market positioning.• Develop the product, price, place, and promotional strategies of the new business.

4	<p>Determine the implementation components of the new business.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> • Compose a human resource structure of the new business. • Estimate costs for all implementation elements required for the new business.
5	<p>Formulate the financial strategies of the new business.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> • Explain the financial assumptions of the new business. • Prepare the required pro forma financial statements for the new business. • Propose the financial sources for the new business.
6	<p>Present the completed business plan for the new business.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> • Consolidate all data for the new business. • Write and format a full business plan for the new business. • Present the business plan to professional judges.

STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3, 4, 5 and 6	Discussions, Professionalism, Class activities & Exercises	15%
1, 2, 3, 4, 5 and 6	Final Written Assessment	25%
2, 3, 4, 5 and 6	Major Assignments	60%
TOTAL		100%

COMPLETION REQUIREMENTS

The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) – term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

REQUIRED LEARNING RESOURCES

Barringer R. B. (2015). Preparing Effective Business Plans: An Entrepreneurial Approach. (2 ed.). Boston, MA: Pearson

STUDENT EQUIPMENT AND SUPPLIES

Other materials may be required.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and practicums may be used to support learning.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: January 14, 2016

Curriculum Committee Review Date: January 14, 2016

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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ADDENDUM to NAIT Course Outline for ENTR 4463, Creating a Business Plan

Instructor Name	Gerri Rondot
Office Location	S113E
Contact	780-971-4978
Office Hours	Monday 5:00 pm – 6:20 pm Wednesday 1:00 pm – 1:50 pm, 4:00 pm – 6:20 pm
Hours of Instruction	Tuesday 1:00 pm – 2:50 pm Friday 2:00 pm – 3:50 pm

REQUIRED LEARNING RESOURCES

Barringer R. B. (2015). Preparing Effective Business Plans: An Entrepreneurial Approach. (2 ed.). Boston, MA: Pearson

Performance Requirements

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 2015-2016 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.

Specialized Supports

Counselling and Disability Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Exam Guidelines

PLEASE NOTE that the following Deferred Examination Policy is from NAIT. NAIT does NOT allow Supplemental Exams.



JR Shaw School of Business

DEFINITIONS

Accommodation Exams: Typically are scheduled for students with approved disabilities with the Services for Students with Disabilities (SSD).

Deferred Exam: Students unable to write an exam on the scheduled date and/or time due to illness or another serious reason (*documented circumstance*), a deferred exam may be scheduled for the student, upon approval as outlined below.

Immediate Family: Grandparents, parents, siblings, daughters/sons

Deferred Examination Policy

These guidelines apply to all deferred exams for daytime, evening, or online classes. **Students requesting an exam deferral should notify the JRSSB Business Information Centre as soon as possible in T300 or phone 780.471.8998**

1. Exams Rescheduled for Approved Documented Reasons

A. Students may be permitted to re-schedule exams for the following reasons, provided both the instructor and the Associate Chair/Chair are notified in advance of the scheduled exam AND appropriate “third party” documentation is provided to the appropriate Chair/Associate Chair within 3 business days of the start of the scheduled exam (e.g. a Monday exam would require documentation by Thursday, a Wednesday exam would require documentation by the following Monday). Weekend days and statutory holidays are **not** considered as business days.

Documented Reason	Appropriate Documentation
Personal medical/illness situations	A completed <u>physician statement form</u> , which is located in the T300 Business Information Centre. (Medical notes must be provided by a doctor. Prescription pad doctor's notes indicating you were seen in the office are NOT considered appropriate documentation.)
Death in immediate family	Obituary and death certificate of the deceased family member, evidence that the deceased is immediate family, address and contact information of the funeral home/church handling the service, and travel itinerary as appropriate.
Wedding in immediate family	Original wedding invitation, evidence that immediate family is being married, and travel itinerary as appropriate.
Documented accident	Third party documentation that clearly indicates the specific date and time of the accident, as well as provides evidence that the nature of the accident prevented the student from taking the exam, as

	originally scheduled.
Circumstances approved by the Program Chair/Associate Chair	As deemed appropriate by the Chair/Associate Chair

NOTE: Work is NOT an acceptable reason to re-schedule an exam.

B. The missed exam is to be re-scheduled to the earliest possible alternate day and time. Online students writing externally have within 72 calendar hours of the scheduled on-campus writing to write the exam. Requests to write beyond this 72-hour period fall within the criteria in A.

C. **Students will pay a fee of \$150.00 for ALL deferred exams.**

2. Students Arriving Late to Exams

If an exam is written late (outside of the scheduled exam period) but on the same day the exam was scheduled, a minimum 20% penalty will be assessed. If the exam is written late due to a reasonable unforeseen event such as a documented accident or poor weather conditions, the Program Chair/Associate Chair may waive the late penalty.

3. Exams Not Written Due to Approved Reasons

If it is not possible for a missed exam to be rescheduled, the Program Chair/Associate Chair in consultation with the course coordinator/instructor will decide on the appropriate action to take to make up for the missed marks.

4. Quizzes Missed or Written Late

Students may be permitted to re-schedule quizzes or have their missed grade reallocated to subsequent assessments, provided the appropriate "third party" documentation (as shown in the table above) is provided to the instructor with reasonable notice. The course instructor will make the decision regarding the approval/disapproval of the quiz deferral, as well as the method in which the student will make up the marks missed.

Topic Outline

- Week 1 – Course Introduction, Chapter 1**
- Week 2 – Preparatory Work – Ideation, Chapter 2**
- Week 3 – Testing and Refining Ideas, Chapter 3**
- Week 4 – Research Phase – Industry Analysis, Chapter 5**
- Week 5 – Research Phase – Target Markets, Chapter 6**
- Week 6 – Research Phase – Competitive Analysis, Chapter 6**
- Week 7 – Strategic Phase, Chapter 7 & 9**
- Week 8 – Strategic Phase (Part 2)**
- Week 9 – Implementation Phase, Chapter 8**
- Week 10 – Financial Considerations (Part 1), Chapter 10**
- Week 11 – Financial Considerations (Part 2)**
- Week 12 – Business Plan Completion, Chapter 4**
- Week 13 – Business Plan Presentation / Review**
- Week 14 – Final Written Assessment**

Authorization

This course outline has been reviewed and approved by the Program Chair.

Gerri Rondot, Instructor

Gina Jackson, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office