



## Creating a Business Plan ENTR4463E Syllabus

### Course Information

Course Name	<b>Creating a Business Plan</b>
Course Details <i>(Required)</i>	<p><b>Course Description:</b></p> <p>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.</p> <p>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.</p> <p>The outcome of these activities will be to create a full business plan and to present it to professional judges.</p> <p>Course Credits: 3.00 Pre-requisites: COMM1101, MARK1130</p>
Course Start/End Dates	January 8 / April 16, 2018
Delivery Method	<i>Face-to-face</i>
Day, Time, Location	Mondays / Wednesdays 5:30PM to 7:30 pm; Room S105

### Instructor Information

Name	Nermin Zukic
Office Location	S113F
Contact	Phone: 780.791.4829 E-mail: nermin.zukic@keyano.ca

### Assessments / Evaluation



### Discussions, Professionalism, Class Activities & Exercises - 15%

Date: Throughout the course, discussions, professionalism, activities and exercises as tentatively indicated on the planning calendar will be determined.

Details: Students may be assessed in this component in the following manner:

Discussions, professionalism, and class activities can include the following (15%):

Discussions – All students are expected to read all readings and / or cases assigned and to be prepared to discuss them in class. Each student is expected to contribute to discussions and other activities in full class or smaller group settings.

Professionalism – All students are expected to act in a professional manner. One component of this is attendance. Each class will consist of lectures, class discussions, exercises, and/or group work that is important to master core concepts. If a student is to be absent for any class the student is expected to inform the instructor by e-mail before the class absence. Being on time for class is also a component of this assessment.

Class activities – Class activities and additional minor assignments may be given and graded.

### Final Written Assessment - 25%

Date: April 6, 2018

Details: The Final Exam will include all of the course objectives. Included will be designated readings, handouts; video and/or lectures and class activities. It will be a two hour examination having multiple choice questions, short answer, and long answer/case questions.

### Major Assignments - 60%

Date: At times to be determined throughout the course.

Details: The following major assignments can be included:

Business Plan (52%) – An individual or group business plan will be created for a proposed new business. This may be divided into a series of assessments focussing on concept evaluation (5%), a research phase (8%), strategic phase (6%), an implementation phase (4%), financial phase (6%), and the completed business plan document in a prescribed format (23%).

Business plan presentation (8%) – A business plan presentation will be made for each business plan created that will be graded in part by external entrepreneurship/small business specialists.



## Other Details

Required Learning Resources	Required Text is as follows: Barringer R. B. (2015). <i>Preparing Effective Business Plans: An Entrepreneurial Approach</i> (2 <sup>nd</sup> ed.). Boston, MA: Pearson. <b>Supplementary material may be required.</b>
Supplementary Reading Materials	To be supplied.
Attendance	Details are contained in the previous Assessments / Evaluation Section under the Discussions, Professionalism, and Class Activities & Exercises component.
Academic Integrity (Required)	Students must use their own thoughts, ideas, and words when writing a quiz, exam, assignment, report, or anything else that receives a grade. When submitting an assignment, the student is guaranteeing that the document is his/her own original words and ideas. Where research in the form of direct quotes, paraphrases, summaries, data, or ideas created by others are part of the submission, research sources must be clearly and accurately cited following APA documentation guidelines. Assignments and reports must not include inappropriate or excessive levels of collaboration, assistance from other individuals, tutors, or excessive use of translation software. Please familiarize yourself with the full academic integrity regulations (section 4.5) at <a href="http://www.nait.ca/docs/Academic_Regulations(1).pdf">http://www.nait.ca/docs/Academic_Regulations(1).pdf</a>  <i>The "Academic Regulations And Procedures" document is accessible in Moodle under the "Student Support" Block.</i>



<p>Submitting Assignments / Deadlines</p>	<p>Assignments asked for in hard copy will be submitted at the beginning of class. Assignments asked for electronically will be submitted before midnight of the day due. The final business plan document will need to be submitted by the prescribed deadline.</p>
<p>Student Engagement Expectations</p>	<p>Once finalized business plan teams must stay intact.</p>



## Student Support

### ***Academic Support Services***

For further Academic Support Services (Academic Success Centre, tutoring, library, facility information), please visit <http://www.nait.ca/97226.htm>

### ***The Business Information Centre (BIC)***

The Business Information Centre is a centralized unit providing Student Support for all JR Shaw School of Business students. The Centre can assist in providing general administrative information, student advising, and can connect you to your Program Support.

Phone: 780.471.8998  
E-mail: [businfo@nait.ca](mailto:businfo@nait.ca)  
Location: CAT 301 A

Please Note: If you wish to meet with your instructor, outside of the classroom, it is your responsibility to directly contact your instructor to arrange. Please see the above section “Instructor Information” as to the best method to contact your instructor. Thank you.

### ***Exam Conflicts and Deferrals***

You are responsible to initiate the process of rescheduling your midterm and final exams (coordinated assessments). [This link will provide the information you need](#) in order to begin one or both of these processes. As soon as you know that you have an exam conflict or that you will need to defer an exam ensure that you follow these processes immediately.