

ABEN 100 – Starting Your Own Business

3 Credits, 45 hours

ABEN 100 is an introduction to the Aboriginal Entrepreneurship program and the development of preliminary skills and knowledge including a self-assessment, research skills, sectoral studies, mentoring and an overview of Aboriginal business issues and the business plan.

Instructor

Tami Kane
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Office Hours

Office hours are flexible. Contact your instructor to book an online or telephone meeting.

Required Resources

Textbook title, Good, W., & Mayhew, W. (2014). *Building Your Dream 9th Edition*. Canada: McGraw-Hill Ryerson Ltd. Canada. ISBN-13:978-0-07-133888-2

Other supplies: Computer with internet connection, headset with microphone.

Course Outcomes

Upon successful completion of this course, you will be able to:

- assess your entrepreneurial potential
- complete an analysis of business/management strengths and weaknesses, which will enable you to build upon your personally identified opportunities
- identify the key aspects of a venture-based business: product and/or service, management, and marketing
- review and assess which business formation best suits your business venture: sole proprietorship, partnership, or corporation
- apply the steps needed to successfully start a new venture to your business plan
- clearly and concisely explain what is unique about your new venture
- write and present an elevator pitch based on the value of your product or service
- conduct an initial feasibility assessment that focuses on the concept and potential market for your new business venture
- organize and write a first draft of Section One (executive summary, mission and value statement, business specifications, etc.) of your business plan using the data from the feasibility study.

Evaluation

ASSIGNMENT	TITLE	VALUE
1	Entrepreneurial Potential	5%
2	Evaluating Ideas	10%
3	Elevator Pitch	15%
4	Feasibility Study (Market Research)	20%
5	Business Plan	30%
	Online Activities (Discussion forums, web meetings and activities)	20%
	Total	100%

Assignments

All assignments must be submitted electronically through Moodle.

Assignment Due Dates

Assignments should be submitted by end of each Moodle week. Students should expect to spend at least 15-20 hours per week to complete all the reading, discussion forums, online meetings, activities, and assignments within a module.

The minimum pre-requisite for progression is 1.7 (refer to Grading System following)

Grading System

Descriptor	4.0 Scale	Percent
Excellent	4.0	96 – 100
	4.0	90 – 95
	3.7	85 – 89
Good	3.3	81 – 84
	3.0	77 – 80
	2.7	73 – 76
Satisfactory	2.3	69 – 72
	2.0	65 – 68
Minimum Prerequisite	1.7	60 – 64
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

Proposed Schedule of Topics

Week	Module	Assessment
Week 1 Sept. 5 - 9	Introduction to Entrepreneurship	Easy Wash Forum Online Meeting Web Resources Forum Assign 1 – Entrepreneurial Potential (5%)
Week 2 Sept. 10 - 16	Your Business Idea	Java Forum Online Meeting Online Activity Assign 2 – Evaluating your business data (10%)
Week 3 Sept. 17 - 23	Business Organization	Online Activities Online Meeting Beer Mitts Forum Assign 3 – Elevator Pitch (15%) Assign 4 – Feasibility Study (20%)
Week 4 Sept. 24 - 30	Business Plan	Online Activities Online Meeting Assign 5 – Section one of the business plan (30%)
Course work is due at the end of each week and all items must be submitted by midnight September 30, 2018.		

Student Attendance

This online course does not have scheduled classes, but students are expected to participate in weekly web meetings. Each web meeting will provide an introduction to the module, an assigned reading, and an assignment overview. It is recommend that you set up a weekly schedule of 15-20 hours to successfully complete this course.

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.

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:

Academic Misconduct continued

- 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 Text 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.