

**ABEN 100INT – Starting Your Own Business**

3 Credits, 45 hours

ABEN 100INT 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**

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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. (2017). *Building Your Dream 10th Edition*. Canada: McGraw-Hill Ryerson Ltd. Canada. ISBN-13: 978-1-25-910685-9

**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 online activities)	20%
	<b>Total</b>	<b>100%</b>

**Assignments**

Assignments are to be submitted electronically at the end of each posted week.

**Late Policy**

Each student is eligible for **one** 48 hour extension.

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

**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
<b>Minimum Prerequisite</b>	1.7	60 – 64
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

**Proposed Schedule of Topics**

<b>Week</b>	<b>Module</b>	<b>Assessment</b>
<b>Week 1</b> Sept.3 - 8	Introduction to Entrepreneurship	Easy Wash Forum Online Meeting Web Resources Forum <b>Assign 1 – Entrepreneurial Potential (5%)</b>
<b>Week 2</b> Sept. 9 - 15	Your Business Idea	Java Forum Online Meeting Online Activity <b>Assign 2 – Evaluating Your Business (10%)</b>
<b>Week 3</b> Sept. 16 - 22	Business Organization	Online Activities Online Meeting Beer Mitts Forum <b>Assign 3 – Elevator Pitch (15%)</b> <b>Assign 4 – Feasibility Study (20%)</b>
<b>Week 4</b> Sept. 23 - 29	Business Plan	Online Activities Online Meeting <b>Assign 5 – Section one of the Business Plan (30%)</b>
<b>Course work is due at the end of each Moodle week.</b>		

**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.

### 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](http://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, Wellness Services and Student Life Department 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 8:30 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.

**Student Life Department (CC210)** is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

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