

BUS 293, New Enterprise Development

3 credits, 3 hours lecture

Course Description

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, behaviours, 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.

Pre and Co-requisites

BUS 110, BUS 131 and BUS 239

Course Learning Outcomes (CLOs)

Upon successful completion of the course, the student shall be able to:

CLO1 Understand the concept of entrepreneurship and provide an overview of the elements required to launch a successful new business venture.

CLO2 Assess their personal attitudes and attributes and compare them with those of actual entrepreneurs.

CLO3 Determine several sources from which they may obtain ideas for a prospective new venture.

CLO4 Understand the benefits and risks associated with purchasing an existing business.

CLO5 Utilize a variety of methods to calculate the appropriate price to pay for a business.

CLO6 Understand the benefits and risks associated with purchasing a franchise.

CLO7 Conduct a feasibility study and understand the forms of business organizations.

CLO8 Protect intellectual property and examine the various sources of funding.

CLO9 Prepare a business plan.

Evaluation

Assessment Type	Percentage
Assignments and exercises	50%
Exams	50%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College 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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