

**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  
[tami.kane@keyano.ca](mailto:tami.kane@keyano.ca)

**Office Hours**

Office hours are flexible. Contact your instructor to book 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%
	<b>Total</b>	<b>100%</b>

**Assignments**

All assignments must be submitted electronically through Moodle.

**Assignment Due Dates**

Each assignment is due on the date assigned in Moodle. Students should expect to spend at least 15-20 hours per week to complete all the reading, discussion forums, web 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
<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**

- What is Entrepreneurship?
- Evaluating Your Business Skills
- Business Ideas
- Organizing Your Business
- Getting Into Business
- Market Assessment
- Target Market
- Feasibility Study
- Organizing and Writing Your Business Plan

**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 recommended 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:

- 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****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.

**Authorization**

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

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Tami Kane, Instructor

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Janet Lowndes, Chair

Date Authorized

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Frederick Russell, Dean of Continuing Training

Date Authorized

**Signed copies to be delivered to:**

Instructor

Registrar's Office