



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

School of: Business

Program: Integrated Management Systems

**BUSA 3800**  
**Business and Entrepreneurship**

**Effective Date September 2001**

<b>Hours/Week</b>	3	<b>Total Hours</b>	45	<b>Term/Level</b>	Fall
<b>Lecture:</b>	1	<b>Total Weeks:</b>	15	<b>Credits:</b>	3
<b>Lab:</b>	2				

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**Prerequisites:** None      **is a Prerequisite for:** None

**Course Objectives:**

The overall objective of this course is to help students become more effective in dealing with the business fundamentals of work in small to medial sized organizations. On successful completion of this course, the student will be able to:

- Explain key theories and concepts of business analysis and entrepreneurship and apply them to various business situations.
- Describe, apply and evaluate fundamental business concepts relating to start-up companies as well as key processes of setting up and running a successful business, including franchising, purchasing a business, retail businesses, business plans, financing a business, global aspects of business, and business forms.
- Demonstrate competence at completing written case analysis and making professional presentations.
- Demonstrate skills in working effectively as a member/leader in a team.

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**Course Description**

The course deals with small and medium sized businesses, with emphasis on start-up companies and the peculiarities that may be associated with them. . This course will examine and explore key dimensions of entrepreneurship and intrapreneurship, as well as many of the various financial, marketing and operating aspects and their relationship to the operation of effective organizations.

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**Evaluation**

Business Plan	30 %
Marketing Plan	10%
Final Examination	30 %
Team Cases	20 %
Participation	10%
<b>TOTAL</b>	<b>100%</b>

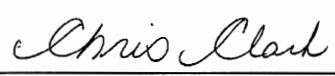
### Course Outcomes and Sub-Outcomes

Upon completing this course students will be able to:

- Apply contemporary entrepreneurial theories to understand and determine effective organizations in a variety of situations.
- Understand the importance of various forms of business ownership
- Apply marketing and financial theory to develop and/or analyze appropriate methods to analyze business strengths and weaknesses, and to form alternatives to solve business problems effectively.
- Apply a model of problem solving that will enhance an organization's performance.
- Identify and remove barriers to effective business practices.
- Identify ways to improve the effectiveness of a company's decision making processes
- Apply their understanding of contemporary theories and practices, the acquisition and use of skills that relate to management to improve their own effectiveness as members and leaders in organizations.

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### Course Record

Developed by:	<u>Ike Hall</u> Instructor Name & Department (signature)	Date:	<u>July 1999</u>
Revised by:	<u>Ike Hall</u> Instructor Name & Department (signature)	Date:	<u>August 2001</u>
Recommended by:	<u>Larry Jones</u> Program Head Name & Department (signature)	Date:	<u>September 2001</u>
Approved by:	<u>Chris Clarke</u>  Associate Dean Name & Department (signature)	Start Date:	<u>September 2001</u>



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part B**

School of: *Business*

Program: *Integrated Management Systems*

**BUSA 3800**  
**Business & Entrepreneurship**

**Effective Date**

September 2001

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**Instructor(s)**

Ike Hall

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SE6 313

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Office Hrs:

Posted

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**Text(s) and Equipment**

Required: Good, Walter S., Building A Dream – A Comprehensive Guide to Starting a Business of Your Own, McGraw-Hill Ryerson, 1999. Students should also check out the internet sites that are referenced in the text as well as the accompanying on-line study guide.

The text is sold with supplemental discs that are to be used to build the major business plan that forms a major portion of the course..

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**Course Notes (Policies and Procedures)**

- Attendance will be taken at each lab. Students who miss more than two labs without a legitimate reason may not be allowed to write the final exam.
- **Students must receive a passing grade on the individual components of the course in order to pass the course. Individual components comprise 70% of the grade for the course.**
- Working effectively together in teams is an essential skill and a critical part of this course. You are expected to identify and address any important team issues, concerns or problems as they occur. Seek the assistance of your instructor if the team is not able to resolve the issues on its own. Team components comprise 20% of the grade for the course and, in all but exceptional circumstances, team members will be graded equally.
- Active participation in labs is essential to accomplish the course objectives.
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**In order to write exams, students will be required to produce photo-identification at exam centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or alternatively two pieces of identification, one of which must be government photo I.D. such as a driver's license. Please see BCIT Policy #5300, Formal Invigilation Procedures.**

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**Assignment Details**

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**The final exam** (30% of the course grade) will be essay type questions and 4 questions from a case, requiring short, paragraph type written answers. The final will be written during the scheduled exam week - December 10th through 14th.

**Team cases** (20% of the course grade). **Students will be assigned to teams by the instructor.** Each team will be responsible for preparing the following: a written analysis of a case (10%); and a formal presentation of a case (10%). A separate handout will be provided that explains the team case assignments. Review this case package in detail.

An unfortunate reality of team projects is that some members do not contribute sufficiently to the team's effort. At the other extreme, one or two members may insist on doing all of the work and exclude others from contributing. Neither situation makes for an effective team. While the concepts you are learning in this course will help you to work together effectively there may still be problems you are unable to solve. Please bring these to the attention of your lab instructor as soon as you recognize that they may be serious. If the difficulties can not be resolved with the assistance of your lab instructor, differential grading of team members will be considered.

**Participation** (10% of course grade). Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions and the extent to which you enable others to participate.

Excellent participation (9 - 10) is defined as a student attending all labs, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course content. Assisting other class members in development and understanding of course objectives. Helping others to participate effectively. Being punctual and attentive.

Satisfactory participation (6 - 7) is defined as a student missing no more than one lab, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain the concepts put forth in the text. Participating in a manner that is not dominating or overwhelming of others. Not distracting others.

Unsatisfactory participation (0-4) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off task" in lab activities, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with other classmates at inappropriate times, etc.

**Business Plan: No more that \$3,000 start-up funding**

**Idea Submission – 25 Sep**

A one page, typed submission, is due 25 Sep outlining the basic idea of your proposed business

**Marketing Plan (10%) – Due 30 Oct**

A "Feasibility Study", outlined at Stage 6 in the text book, will review part 1 of the business plan (pages 123-147). Consideration should also be given to the details in part II of the Feasibility Study (pages 148-177).

**Business Plan – (30%) - Due 27 Nov (Late Penalty of 5% PER DAY) for late assignments**

Complete Business plan as outlined in Stage 11 (page 231-292), and on the spread sheet/EXCEL Diskettes, in the text book. Complete financial statements are required.



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Lecture and Lab Schedule

School of: Business

Program: Integrated Management Systems

**BUSA 3800**  
**Business & Entrepreneurship**

Week of/ Number	Key Topics	Reading	Lab Activity*	Comment
1. Sept 3-7	Course Introduction.			No labs Mon/Tues
2. Sept 10-14	Review of Basic Business Practices		Review course outline and requirements – Skeet & Ikes	Lab time will be used to discuss the completed exercises.
3. Sept 17-21	Purchasing a Business (Stage Four) – Text Page 67-78	Stage Four	Set up of Teams  Review of Financial Ratios and Spread Shts	Assignment of Dates  For Discussion
4. Sept 24-28	Retail Systems – for Service Industries and for Goods		Papa Johns and Intro to Industry Analysis  <b>Business Choice Due</b>	
5. Oct 1-5	Globalization of Business	Stage 3 Page 39-63	Review of Business Ideas	Case A Due East Coast Manufact'g
6. Oct 8-12	Pricing Practices and Policies		Too Much Choice?	
7. Oct 15-19	Franchising – text pages 95-114	Stage Five	MVP Athletic Shoes	

Week of/ Number	Key Topics	Reading	Lab Activity*	Comment
8. Oct 22-26	Arranging Financing – Sources of Funds - Text pages 213-228	Stage Ten	TBA	<b>Case B Due</b>
9.Oct 29-Nov 2	Purchasing, Quality, and Inventory Control		Video: ERP Systems	<b>Marketing Plan Due – Feasibility Part I(10%)</b>
10. Nov 5-9	Forms of Business Organizations – text pages 187-196	Stage Eight	Incorporation and Partnership Agreements	
11. Nov 12-16	Advertising and Promoting the Small and Medium Sized Business		Presentation & Written Case  Video: Best Comm's and Radio Shack	<b>Case C Due</b>
12. Nov 19-23	Strategy for the Emerging Business			
13. Nov 26- 30	The Ethical, Legal, and Regulatory Environment		Presentation & Written Case  Pepsi Syringe and GE Coffee	<b>Case D Due</b>  <b>Final Business Plan Due</b>
14. Dec 3-7	Review for Exam			

***Final Exam Week of December 10<sup>th</sup> – 14<sup>th</sup>.***