



A POLYTECHNIC INSTITUTION

Course Outline **Part A**

School of: *Business*

Program: *Integrated Management Systems*

**BUSA 3800**  
***E-Commerce & Entrepreneurship***

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

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**Prerequisites:**                      **None**                      **is a Prerequisite for:**    **BUSA 4800**

**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 e-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>

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## Verification

I verify that the content of this course outline is current: *(Instructor)*

Date:

Ike Hall

4 Sep 2005

I verify that this course outline has been reviewed: *(Chief Instructor/Program Head)*

Date:

Lori Becker

8 Sep 2005

I verify that this course outline complies with BCIT policy: *(Associate Dean)*

Date:

Christopher Jaques

Sep 2005

## Course Learning Outcomes/Competencies

*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.

## Course Notes (Policies and Procedures)

**Attendance** will be taken at each lab and active participation is required. The attendance policy outlined in the current BCIT calendar will be enforced. A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor you may complete the work missed.

**Participation:** Active participation in labs is essential to accomplish the course objectives. All assigned reading must be done before the lab. Students will find it most effective to skim the assigned reading before the lecture and then to read in more depth the areas that have been highlighted.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam or project for all parties involved and/or expulsion from the course and/or Institute.

**Examinations:** In order to write exams, students will be required to produce photo ID at exam centres. The ID must be placed on the desk before an exam will be issued to the student and must remain in view while writing the exam for inspection by invigilators. Acceptable ID is a BCIT OneCard or two pieces of identification, one of which must be government photo ID such as a driver's license. Please see BCIT Policy #5300 for formal invigilation procedures.

**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.**



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Course Outline **Part B**

School of: *Business*

Program: *Integrated Management Systems*

**BUSA 3800**  
***E-Business & Entrepreneurship***

**Effective Date**

September 2005

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**Instructor(s)**

Ike Hall

Office No.:

SE6 313

Phone: 412-7409

Office Hrs:

Posted

Email: ike\_hall@bcit.ca

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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*, Sixth Edition, McGraw-Hill Ryerson, 2005. 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.

**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

**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 12th through 16th.

**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 instructor as soon as you recognize that they may be serious. If the difficulties can not be resolved with the assistance of your 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. The participation includes the web exercises (see text page 62).

*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: NOTE: No more than \$3,000 start-up funding**

**Idea Submission –**

**“verbal”/Rough Paragraph - 23 Sep**

**A one page, typed submission, is due 30 Sep outlining the basic idea of your proposed business**

**Marketing Plan (10%) – Due 28 Oct**

A “Feasibility Study”, outlined at Stages 6 & 7 in the text book, will review **part 1 of the business plan (pages 144-175)**. Written consideration should also be given to the details in **part II of the Feasibility Study (pages 202-221)**. Notice that a **full B.E.** is required along with an explanation of the **business attributes**.

Note that the plan MUST include the **attributes (minimum of 3)**, it must be scored on **Buskirk's scale**, and it must include at least 3 **"trends"** from the text.

**Business Plan – (30%) - Due 25 Nov (Late Penalty of 5% PER DAY) for late assignments**

**Complete Business plan as outlined in Stage 11 (page 292-311), and on the spread sheet/EXCEL available on the web (see the back of 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**  
**e-Business & Entrepreneurship**

Week of/ Number	Key Topics	Reading	Lab Activity*	Comment
1. Sept 9	Course Registration.		Review course outline and requirements – Skeet & Ikes Set up of Teams	Form Teams Lab time will be used to discuss the required exercises. Assignment of Dates
2. Sept 16	Review of Basic Business Practices	Stage Two & Three	TBA	TBA
3. Sept 23	Purchasing a Business (Stage Four) – Text Page 74-98	Stage Four	Review of Financial Ratios and Spread Shts	For Discussion Verbal Choice/rough Draft Due
4. Sept 30	Retail Systems – for Service Industries and for Goods		Papa Johns and Intro to Industry Analysis	<b>Business Choice Due</b>
5. Oct 7	E-Comm Lecture 1		Presentation & Written Case	<b>Case A Due</b> East Coast Manufact'g
6. Oct 14	Pricing Practices and Policies		Too Much Choice?	
7. Oct 21	Franchising – text pages 104-123	Stage Five	MVP Athletic Shoes Presentation & Written Case	<b>Case B Due</b>
8. Oct 28	Arranging Financing – Sources of Funds - Text pages 244-263	Stage Ten	TBA	<b>Marketing Plan Due – Feasibility Part I(10%)</b>



<b>Week of/ Number</b>	<b>Key Topics</b>	<b>Reading</b>	<b>Lab Activity*</b>	<b>Comment</b>
9. Nov 4	Globalization		Video: ERP Systems	
10. Nov 11	Remembrance Day – No Classes			
11. Nov 18	Forms of Business Organizations – text pages 216-228	Stage Eight	Incorporation and Partnership Agreements Presentation & Written Case	<b>Case C Due</b>
12. Nov 25	Advertising and Promoting the Small and Medium Sized Business		Video: Best Comm's and Radio Shack	<b>Final Business Plan Due</b>
13. Dec 2	TBA		TBA Presentation & Written Case	<b>Case D Due</b>
14. Dec 9	The Ethical, Legal, and Regulatory Environment			
15. Dec 12-16	Final Exam Week		TBA	

***Final Exam Week of December 8<sup>th</sup> – 12<sup>th</sup>.***