



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division:	Instruction	Effective Date:	September 2004
B. Department / Program Area:	Commerce & Business Admin.	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	C, H, J
		Date of Previous Revision:	2002-09 H
		Date of Current Revision:	2004-09
C:	BUSN 3404	D:	Entrepreneurship and New Venture Creation
		E:	3

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course is an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: entrepreneurship, opportunities evaluation, business plan development, and small business management practices. Special emphasis will be placed on practical guidelines for small business importing and exporting.		
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: BUSN 1330 and ECON 3300 and SN 133	
	I: Course Corequisites: Nil	
	J: Course for which this Course is a Prerequisite BUSN 4401 and BUSN 4405 and FINC 4405	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

5. Franchising:
 - . the franchise agreement
 - . evaluating a franchise opportunity
 - . establishing a franchised operation.

6. Location analysis/leasing:
 - . selecting a location
 - . analyzing a lease agreement
 - . buy vs lease decision.

7. Financing a business:
 - . sources of funds

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14.	Preparing Goods for Shipment: <ul style="list-style-type: none"> . packaging . labelling . packing . marking . containerization . documentation 												
O:	Methods of Instruction <ol style="list-style-type: none"> 1. Lectures 2. Videos 3. Cases studies 4. Guest speakers 5. Field trips 												
P:	Textbooks and Materials to be Purchased by Students <p>Forsythe, George R., Joan Mount and J. Terence Zinger. <u>Entrepreneurship and Small Business Development</u>, Latest Ed., Prentice Hall.</p> <p>FITT Skills 1: <u>Global Entrepreneurship</u>, Latest Ed. Ottawa: The Forum for International Trade Training (FITT).</p> <p>Selected readings and handouts related to importing/exporting.</p>												
Q:	Means of Assessment <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Group project and presentation</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Business plan and presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class participation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm Examination	15%	Group project and presentation	15%	Business plan and presentation	30%	Final Examination	30%	Class participation	<u>10%</u>		<u>100%</u>
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Class participation	<u>10%</u>												
	<u>100%</u>												
R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR <p>No</p>												

Course Designer(s): **Joe Ilsever**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**