

Entrepreneurship I

2018-19 Academic Year

Program	Year	Semester
BITM-Business-Entrepreneurship and Small Business Diploma	2	3
BITM-Business-Entrepreneurship and Small Business Diploma-UOIT Transfer	2	3

Course Code: ENTR 2200	Course Equiv. Code(s): ENTR 1251, ENTR 1281, ENTR 1291
Course Hours: 42	Course GPA Weighting: 3
Prerequisite: N/A	
Corequisite: N/A	
Laptop Course: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Correspondence <input type="checkbox"/>	
Authorized by (Dean or Director): Marianne Marando	Date: June 2018

Prepared by		
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Course Description:

This course will cover a wide variety of topics for those interested in starting, or seeking employment in, a small business. The course will capture the entrepreneurial spirit, and students will get first-hand exposure to the benefits and drawbacks of starting a new business and being your own boss. Issues pervasive in small businesses such as spotting trends or taking advantage of niche business opportunities will be discussed and factored into class exercises. Students will have the opportunity to practice start-up skills through feasibility analysis, the idea pitch, defining markets, targeting customers, operations, and deciding on which type of business to start. The ability to maintain and sustain operations of a small business will be experienced with particular attention to budgeting, forecasting, and cash management. In this course, students will have an authentic opportunity to test their entrepreneurial skills through a real business venture.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in <http://www.durhamcollege.ca/plar>. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes No

PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 Develop a business plan that includes concept identification and development, planning, start-up, maintenance, management and expansion of a small business enterprise.
- CLO2 Select the appropriate form of business start-up based on their personal objectives: franchising, new start-up, or purchase of an existing business.
- CLO3 Apply research skills to develop a feasibility study for small business opportunities.
- CLO4 Recognize and meet the needs of internal and external customers in a new business environment.
- CLO5 Recognize the economic, social, political, and cultural variables which impact on a new business venture.
- CLO6 Apply creative problem-solving, organizational, and time management skills to a real entrepreneurial venture.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3. Execute mathematical operations accurately.
- EES 4. Apply a systematic approach to solve problems.
- EES 5. Use a variety of thinking skills to anticipate and solve problems.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.
- EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- EES 10. Manage the use of time and other resources to complete projects.
- EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Group-based project milestones (6 valued @ 10% each, due at various dates throughout the semester) - Design - Feasibility - Trends - Pitch - Budget - Showcase	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES2, EES5, EES7, EES8, EES11	60
Group Progress Checkpoints (2) @ 5% each	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES11	10
Individual assignments (2) @ 5% each - Reflection - Evaluation	CLO1, CLO3, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES10, EES11	10
Business report and presentation	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	20
Total			100%

Notes:

- Attendance for class sessions and group meetings is mandatory and will be reflected in your performance evaluation. If a student is absent a mark of "0" will be assessed for any in-class exercise.
- All students are expected to contribute to class discussions and group assignments. Self and peer evaluations will contribute to the overall grade for selected group assignments.
- Classes will be comprised of workshops, discussions, and case studies on the new business venture process. Students will be expected to have completed the assigned readings or work prior to weekly class time.
- All late assignments will be subject to a deduction of 20% per calendar day. No exceptions.
- Detailed rubrics will be provided for each assignment.

Required Text(s) and Supplies:

Recommended Resources (purchase is optional):

- Various supplemental websites and other resource materials focused on starting up new businesses in Ontario will be explored and provided to students throughout the duration of the course. Those available in electronic format will be available on the DC Connect course site.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	+ attendance
+ Academic Policies	+ absence related to tests or assignment due dates
+ Academic Honesty	+ excused absences
+ Student Code of Conduct	+ writing tests and assignments
+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	+ classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/

Course Specific Policies and Expectations:

General Course Outline Notes:

<ol style="list-style-type: none">1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)5. A full description of the Academic Appeals Process can be found at http://durhamcollege.ca/gradeappeal.6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours:	3	Delivery:	In Class
1	Course Learning Outcomes			
	CLO2			
	Essential Employability Skills			
	EES1, EES2, EES8, EES9			
	Intended Learning Objectives			
	Review of course objectives and course outline Overview of assessments Launch of group ventures Introduction to starting a new venture and the process			
	Intended Learning Activities			
	Review of course and course outline Discussion groups, preview of introductory assignment Group formation			
	Resources and References			
	DC Connect Additional resource materials			
	Evaluation			

Wk.	Hours:	3	Delivery:	In Class
2	Course Learning Outcomes CLO6			
	Essential Employability Skills EES5, EES8, EES9, EES10, EES11			
	Intended Learning Objectives Overview of the entrepreneur and their process Introduction to ideation and finding opportunities			
	Intended Learning Activities Group discussion Hands-on workshop Brainstorming			
	Resources and References DC Connect Reference notes Hands-on activities Case study			
	Evaluation			
Wk.	Hours:	3	Delivery:	In Class
3	Course Learning Outcomes CLO1, CLO2, CLO5			
	Essential Employability Skills EES1, EES2, EES8, EES9, EES11			
	Intended Learning Objectives Design in the new business process			
	Intended Learning Activities Interactive workshop Class and group discussion Peer feedback Hands-on activities			
	Resources and References Resource materials posted to DC Connect Assessment outline Internet article and video			
	Evaluation In-class exercise - Design			Weighting 10%

Wk.	Hours: 3	Delivery: In Class
4	Course Learning Outcomes CLO3, CLO4, CLO5	
	Essential Employability Skills EES1, EES4, EES5, EES7, EES8, EES9, EES10, EES11	
	Intended Learning Objectives Finalize group start-up venture idea Formal report on feasibility and market testing	
	Intended Learning Activities Meetings and presentations	
	Resources and References Resource materials posted to DC Connect Market feedback materials	
	Evaluation Group milestone - Feasibility blueprint	Weighting 10%
Wk.	Hours: 3	Delivery: In Class
5	Course Learning Outcomes CLO6	
	Essential Employability Skills EES1, EES8, EES9, EES11	
	Intended Learning Objectives Management of start-up finances Explanation of budget and financial performance	
	Intended Learning Activities Group discussion Class session and hands-on activities	
	Resources and References Resource materials posted to DC Connect	
	Evaluation Group Progress Checkpoint Interview #1	Weighting 5%

Wk.	Hours:	3	Delivery:	In Class
6	Course Learning Outcomes			
	CLO1			
	Essential Employability Skills			
	EES8			
	Intended Learning Objectives			
	Sources of funding for new business ventures Crowdfunding as a viable method to raise capital			
Intended Learning Activities				
Guest speaker and assessment Peer learning				
Resources and References				
Resource materials posted to DC Connect Guest speaker				
Evaluation			Weighting	
Individual role reflection assignment			5%	
Wk.	Hours:	3	Delivery:	In Class
7	Course Learning Outcomes			
	CLO6			
	Essential Employability Skills			
	EES1, EES4, EES5, EES8, EES9, EES10, EES11			
	Intended Learning Objectives			
	Prepare for business launch Pitch presentations and value proposition			
Intended Learning Activities				
Group discussion Coaching sessions				
Resources and References				
Resource materials posted to DC Connect Coaching reference materials				
Evaluation				

Wk.	Hours:	3	Delivery:	In Class
8	Course Learning Outcomes CLO1, CLO4, CLO5, CLO6			
	Essential Employability Skills EES1, EES2, EES4, EES5, EES8, EES9, EES11			
	Intended Learning Objectives Final preparations for business operations New venture launch			
	Intended Learning Activities In class work and discussion Coaching sessions			
	Resources and References Resource materials posted to DC Connect			
	Evaluation			
Wk.	Hours:	3	Delivery:	In Class
9	Course Learning Outcomes CLO1, CLO4, CLO5, CLO6			
	Essential Employability Skills EES1, EES7, EES8, EES9, EES10, EES11			
	Intended Learning Objectives Group business venture execution and operations Sales and market feedback			
	Intended Learning Activities Business operations - authentic assessment and student feedback			
	Resources and References Resource materials posted to DC Connect			
	Evaluation Group milestone - Trends presentation			Weighting 10%

Wk.	Hours:	3	Delivery:	In Class
10	Course Learning Outcomes CLO6			
	Essential Employability Skills EES1, EES5, EES8, EES9, EES10, EES11			
	Intended Learning Objectives Group business venture execution and operations			
	Intended Learning Activities Business operations - authentic assessment and student feedback			
	Resources and References Resource materials posted to DC Connect			
	Evaluation Group milestone - Budget			Weighting 10%
Wk.	Hours:	3	Delivery:	In Class
11	Course Learning Outcomes CLO6			
	Essential Employability Skills EES1, EES2, EES5, EES9, EES11			
	Intended Learning Objectives Representation of business in a trade show format			
	Intended Learning Activities Business operations - authentic assessment and student feedback			
	Resources and References Resource materials posted to DC Connect			
	Evaluation Group Progress Checkpoint Interview #2 and Group pitch presentation			Weighting 15%

Wk.	Hours:	3	Delivery:	In Class
12	Course Learning Outcomes CLO1, CLO4, CLO6			
	Essential Employability Skills EES2, EES5, EES6, EES8, EES9			
	Intended Learning Objectives Group business venture execution and operations			
	Intended Learning Activities Business operations - authentic assessment and student feedback			
	Resources and References Resource materials posted to DC Connect			
	Evaluation Customer showcase in the Pit			Weighting 10%
Wk.	Hours:	3	Delivery:	In Class
13	Course Learning Outcomes CLO1			
	Essential Employability Skills EES1, EES2, EES6, EES7, EES9			
	Intended Learning Objectives Group business venture execution and operations (final week)			
	Intended Learning Activities Business operations - authentic assessment and student feedback Summarize successes in written format			
	Resources and References Resource materials posted to DC Connect			
	Evaluation			

Wk.	Hours: 3	Delivery: In Class
14	Course Learning Outcomes CLO1	
	Essential Employability Skills EES1, EES2, EES8, EES9, EES11	
	Intended Learning Objectives Summary of business results and key lessons learned Peer learning through sharing	
	Intended Learning Activities Group venture presentations Class discussion Peer feedback Self and peer evaluations	
	Resources and References Resource materials posted to DC Connect Assessment overview and outline	
	Evaluation Group business report & presentation and Individual role evaluation assignment	Weighting 25%