

Introduction to Entrepreneurship

2021-22 Academic Year

| Program | Year | Semester |
|---|------|----------|
| BITM-Entrepreneurship and Small Business-Business | 1 | 1 |
| BITM-Entrepreneurship and Small Business-Business - UOIT Transfer | 1 | 1 |

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|---|-----------------------------------|
| Course Code: ENTR 1202 | Course Equiv. Code(s): N/A |
| Course Hours: 42 | Course GPA Weighting: 3 |
| Prerequisite: N/A | |
| Corequisite: N/A | |
| Laptop Course: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> | |
| Delivery Mode(s): In class <input type="checkbox"/> Online <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Correspondence <input type="checkbox"/> | |

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| Pandemic remote teaching delivery mode <input type="checkbox"/> Fully asynchronous <input checked="" type="checkbox"/> Combined asynchronous and synchronous |
| Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
| Authorized by (Dean or Director): Kevin Baker Date: June 2021 |

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| Prepared by | | |
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Course Description:

During this course, learners will evaluate the business skills and commitment necessary to successfully operate their own business. Students will identify personal traits, resources and goals as they explore the challenges and rewards of entrepreneurship. Students will learn the fundamentals of entrepreneurship from an economic perspective, investigate a variety of business models and examine varying degrees of social entrepreneurship, ethics and sustainability.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

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 Identify the attitudes, behaviours and skills that contribute to being a successful entrepreneur in the Canadian business landscape.
- CLO2 Demonstrate the ability to use an innovative approach to solving problems effectively.
- CLO3 Accurately describe the impacts of globalization on Canadian business and the importance of establishing business partners.
- CLO4 Effectively identify the components of an environmental scan and explain the impact of environmental issues on business opportunities.
- CLO5 Explain the impact of emerging technologies on business opportunities with clarity.
- CLO6 Identify and describe the key components of a standard business plan with accuracy.

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 |
|--|------------------------------------|--|-------------|
| Case Study: Canadian Business Profile | CLO1 | EES1, EES6, EES7, EES10, EES11 | 10 |
| Assignment: Ideation Report | CLO1, CLO2, CLO3 | EES1, EES2, EES4, EES6, EES7, EES9, EES10, EES11 | 15 |
| Test: Mid-Term Test 1 | CLO1, CLO2, CLO3 | EES1, EES2, EES4, EES7 | 15 |
| Assignment: Environmental Analysis Report | CLO4, CLO5, CLO6 | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES9, EES10, EES11 | 20 |
| Test: Final Test | CLO4, CLO5, CLO6 | EES1, EES2, EES3, EES4, EES5, EES6, EES11 | 20 |
| In Process: 4 in class activities @5% each | CLO1, CLO2, CLO3, CLO4, CLO5, CLO6 | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 | 20 |
| Total | | | 100% |

Notes:

1. Timely submission of all in-class activities, assignments and projects is expected. Late assignments will be subject to a 20% per day late penalty. Will be awarded a grade of 0 after 5 days. Students should communicate to an instructor in advance of the due date for any requests for a due date extension as a result of exceptional circumstances.
2. Missed Test Policy
Tests must be written during the scheduled time. To reflect established practice in the workplace and demonstrate responsibility, students are required to contact the section professor within twenty-four hours of the time/day of the test if unable to be in attendance for a test. There will be no make-up tests. Email messages are an acceptable form of contact if you are unable to speak with the professor. A failure to comply will result in a mark of zero for that test.

Required Text(s) and Supplies:

1. Good, W., Mayhew, W., Yap, R., Ford, M. (2021). Building Your Dream: A Canadian Guide to Starting Your Own Business (11 edition). McGraw Hill.

Purchase Options at the Durham College Bookstore:

1. eBook with Connect: ISBN13 9781260890044
2. Print textbook with Connect : ISBN13 9781264160310

Recommended Resources (purchase is optional):

1. Covey, S. R. (2004). The 7 Habits of Highly Effective People: Restoring the Character Ethic. New York: Free Press. Chicago (Author-Date, 15th ed.).

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:

Each week students will be scheduled to meet 2 hrs with professor in-class and 1 hour of asynchronous online work.

General Course Outline Notes:

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| <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 https://durhamcollege.ca/about/governance/policies/academic-policies .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. |
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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 | | | |
| | CLO1 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES6, EES8, EES9, EES10, EES11 | Practiced: | EES1, EES2, EES6, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives | | | |
| | Overview of Course outline and expectations Entrepreneurial Potential | | | |
| | Intended Learning Activities | | | |
| | Synchronous Lecture Discussion Active learning Independent online learning activities | | | |
| | Resources and References | | | |
| | Course Outline Textbook Stage 1 | | | |
| | Evaluation | | | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|---|---|--|-------------------------|--|
| 2 | Course Learning Outcomes CLO1, CLO2 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 | Practiced: | EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives Evaluating your managerial and business skills Personal financial assessment Identifying characteristics of successful entrepreneurs | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 1 | | | |
| Evaluation In Process: 4 in class activities @5% each | | | Weighting 5% | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 3 | Course Learning Outcomes CLO1, CLO2, CLO3 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES6, EES7, EES8, EES9 | Practiced: | EES1, EES6, EES7, EES8, EES9 |
| | Intended Learning Objectives Recognizing business opportunities Long term business growth Ideation | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 2 | | | |
| Evaluation Case Study: Canadian Business Profile | | | Weighting 10% | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|--|---|---|-------------------------|--|
| 4 | Course Learning Outcomes CLO1, CLO2 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES2, EES8, EES9 | Practiced: | EES2, EES8, EES9 |
| | Intended Learning Objectives Identifying and evaluating your resources | | | |
| | Intended Learning Activities Fast Start Guest speaker Enactus Presentation Q&A session | | | |
| | Resources and References N/A | | | |
| Evaluation | | | | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 5 | Course Learning Outcomes CLO1, CLO2, CLO3 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES3, EES4, EES6, EES7, EES9 | Practiced: | EES1, EES2, EES3, EES4, EES6, EES7, EES9, EES10, EES11 |
| | Intended Learning Objectives Evaluating your ideas and your resources. | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 2 | | | |
| Evaluation Assignment: Ideation Report | | | Weighting 15% | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|--|--|---------------------------------------|-------------------------|---------------------------------------|
| 6 | Course Learning Outcomes CLO3, CLO4 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES2, EES3, EES4, EES5, EES6, EES9 | Practiced: | EES2, EES3, EES4, EES5, EES6, EES9 |
| | Intended Learning Objectives Small Business and the Canadian Economy SWOT analysis. Explain how businesses are impacted by key external factors, factors of production, review supply and demand, economic principles Introduction to environmental scanning | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 3 Assigned readings | | | |
| Evaluation | | | | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 7 | Course Learning Outcomes CLO1, CLO2, CLO3, CLO4 | | | |
| | Essential Employability Skills | | | |
| | Taught: | | Practiced: | |
| | Intended Learning Objectives Mid Term Test will cover the learning objectives from the first 6 weeks. | | | |
| | Intended Learning Activities Mid Term Test | | | |
| | Resources and References N/A | | | |
| Evaluation Test: Mid-Term Test 1 | | | Weighting 15% | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|----------------------------------|--|--|------------------------|--|
| 8 | Course Learning Outcomes CLO3, CLO4 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES2, EES3, EES4 | Practiced: | EES2, EES3, EES4 |
| | Intended Learning Objectives Business opportunity screening model Ownership options, Franchising, licensing, purchasing an existing business Succession planning Environmental scanning and SWOT analysis | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 2, 10 Assigned readings | | | |
| Evaluation In Process: | | | Weighting 5% | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 9 | Course Learning Outcomes CLO4, CLO5, CLO6 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 | Practiced: | EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives Business planning; Organizational Mission, vision, values, scaling your business model/idea, environmental scanning | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 5 | | | |
| Evaluation | | | | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|---|--|--|------------------------|--|
| 10 | Course Learning Outcomes CLO3, CLO4, CLO5 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 | Practiced: | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives Emerging Technology in Business Business models and trends Affiliate marketing Online business models | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Assigned readings | | | |
| Evaluation In Process: 4 in class activities @5% each | | | Weighting 5% | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 11 | Course Learning Outcomes CLO3, CLO5, CLO6 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9 | Practiced: | EES1, EES2, EES3, EES4, EES5, EES6, EES7, EES8, EES9 |
| | Intended Learning Objectives Financing Your Business Trends- Government supports and programs Grant programs Kick starters and angel investors | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 7 Assigned readings | | | |
| Evaluation | | | | |

| Wk. | Hours: | 3 | Delivery: | In Class |
|---|---|---|-------------------------|---|
| 12 | Course Learning Outcomes CLO2, CLO4, CLO5 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES1, EES2, EES6, EES8, EES9, EES10, EES11 | Practiced: | EES1, EES2, EES6, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives Social Entrepreneurship and Ethics Varying degrees of social enterprise Ethics in business, corporate social responsibility, sustainability, individual and business ethical decisions, community engagement. PIPEDA | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Textbook Stage 1 Assigned readings | | | |
| Evaluation Assignment: Environmental Analysis Report | | | Weighting 20% | |
| Wk. | Hours: | 3 | Delivery: | In Class |
| 13 | Course Learning Outcomes CLO1, CLO2 | | | |
| | Essential Employability Skills | | | |
| | Taught: | EES2, EES4, EES7, EES8, EES9, EES10, EES11 | Practiced: | EES2, EES4, EES7, EES8, EES9, EES10, EES11 |
| | Intended Learning Objectives Functions of Business Management Planning, leading, directing controlling, decision making, leadership styles, organizational problem solving, "pivoting", delegation. Relationships of trust. | | | |
| | Intended Learning Activities Synchronous Lecture Discussion Active learning exercises Independent online learning activities | | | |
| | Resources and References Assigned readings | | | |
| Evaluation In Process: 4 in class activities @5% each | | | Weighting 5% | |

| Wk. | Hours: 3 | Delivery: In Class |
|---------------------------------------|--|---|
| 14 | Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6 | |
| | Essential Employability Skills | |
| | Taught: | Practiced: EES1, EES2, EES3, EES4, EES6, EES7, EES10, EES11 |
| | Intended Learning Objectives The final test will cover all course learning outcomes. | |
| | Intended Learning Activities Final Test will take place online | |
| | Resources and References N/A | |
| Evaluation Test: Final Test | | Weighting 20% |