

Introduction to Business Management

2024-25 Academic Year

Program Title	Ministry Title	Major	Year	Semester
BUS-Business Fundamentals	--	BFND	1	2

Course Code: MGMT 1209	Course Equiv. Code(s): ENTR 1100, MGMT 1259, MGMT 1288, SMBS 3400
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 type="checkbox"/> Online <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Flexible <input type="checkbox"/> HyFlex <input type="checkbox"/>	
Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Authorized by (Dean or Director): Tony Doyle	Date: August 2024

Prepared by		
First Name	Last Name	Email
Hussam	Jawad	Hussam.Jawad@durhamcollege.ca
Howard	Umrah	Howard.Umrah@durhamcollege.ca

Course Description:

This course will cover some current business strategies and trends. The course will focus on the factors that affect the success of businesses in Canada. In today's rapidly evolving and ever-changing world, it is critical now more than ever for businesses to continue to develop and innovate as quickly and efficiently as possible. Through this course, students will learn how to manage people, money and information, and gain insight into the professional management style. In addition, the process of management will be discussed as well as evolving business ethics, sustainability and lean management skills. The course will make use of mini-case analyses, simulations, organizational audits, or other instructional methods that allow the student to assume the role of manager of the organization. Skills gained in this course will enable the students to identify, create, and implement a plan to meet specific business needs.

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 Explain how businesses are impacted by key external factors.
- CLO2 Analyze the social and ethical responsibilities of business leaders.
- CLO3 Explain why financial management is important for managers and how it supports the various stages of an organization's growth.
- CLO4 Explain the importance, goals and tools of lean and their contributions to effective business operations.
- CLO5 Explain the basic functions performed by managers in an organization and discuss the Career Options for the students in the business sector.
- CLO6 Develop competencies in critical and sustainable management thinking to investigate an idea and transform it into meaningful action.
- CLO7 Describe methods which an organization can use to effectively manage its personnel policies, practices and resources.

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
Simulation: Online Business Simulation/Lemonade Stand - Practice	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	2
Simulation: Online Business Simulation/Lemonade Stand - Graded Assignment	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	3
Simulation: Online Business Simulation/Kiosk Business - Practice	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	5
Simulation: Online Business Simulation/Kiosk Business - Graded Assignment	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	20
Simulation: Online Business Simulation/Full Business - Practice	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Simulation: Online Business Simulation/Full Business - Graded Assignment	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	30
Assignment: Assignments - Individual - 4x7.5 marks each	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	EES5, EES6, EES7, EES8, EES9, EES10, EES11	30
Total			100%

Notes:

1. This course follows a hybrid delivery model. Each week, 2 hours are delivered in the classroom and 1 hour is delivered on-line. Attendance during class sessions is strongly recommended, because in-class work will be reflected in your assignments and In Process evaluations. Missed in-class work cannot be made up. Participation in weekly on-line work is also critical because content from online lessons will be assessed through online submissions, on tests and through assignments.
2. Active and positive engagement in the classroom will be assessed through In Process evaluations throughout the term. Students will be asked to join and form groups in class to actively collaborate and discuss topics and complete activities. If a student is unable to work positively or join a group they must speak to the Professor immediately.
3. All assignments are due at the date and time specified, and in the format outlined by the Professor. The Professor will specify the submission format for each assignment (electronic, hard copy, or in some cases both formats) in advance of the due date.
4. Assignments submitted after the due date and time, or in a format not specified by the Professor, will be considered late and a penalty of 20% will apply to each calendar day up to 5 days after which the assignment will no longer be accepted and a mark of zero will be assigned. There are no exceptions to this penalty for assignments.
5. No makeup assignments will be provided.
6. All activities include ANY combination of in-class discussions, assignments, quizzes, debates, in-class group work, required readings, discussion forums or case studies.

In keeping with the importance placed on professionalism and deadlines within the workplace environment, In Process grades require positive engagement and participation and if missed they can not be "made up" at a later

date or time.

7. Written assignments must be completed using Standard Canadian English with appropriate and approved Citation style if needed such as APA, MLA, or any other style. All assignment documentation must be from credible websites, journals, and texts.
8. Grammar and spelling will be evaluated in all written assignments. Students are encouraged to use all resources available to improve their individual mastery of grammar and spelling.

Required Text(s) and Supplies:

1. GoVenture Entrepreneur Simulation is a computerized business educational game and simulation that will be utilized in this course. For registration with GoVenture Entrepreneur, details are to be provided by your professor. Students don't need to pay for the registration until they consult their professor.

Note:

Faculty are careful to select required resources that are essential for learning, and students are strongly encouraged to arrange for access to those resources within the first week of classes. Students who do not have timely access to required resources are placing their learning and their grades in jeopardy.

Recommended Resources (purchase is optional):

1. It is strongly suggested students familiarize themselves with online resources such as webinars, seminars, LinkedIn Learning, etc. Other resources are the current business events taking place in the news. These current events can be accessed through the business section of daily newspapers and other publications such as The Toronto Star or The Globe & Mail, in addition to a variety of online and electronic daily publications and podcasts that highlight local and global business news. A library resource page is provided that will assist students in staying current with daily business news.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none"> + Acceptable Use of Information Technology + Academic Policies + Academic Integrity + Standards for Student Conduct for all Learning Environments can be found at https://durhamcollege.ca/wp-content/uploads/Standards-of-Student-Conduct-for-all-Learning-Environments.pdf + Information about academic policies and procedures can be found on-line at https://durhamcollege.ca/about/governance/policies 	<p>General policies related to</p> <ul style="list-style-type: none"> + attendance + absence related to tests or assignment due dates + excused absences + writing tests and assignments + classroom management can be found in the Program Guide (full time programs only) in MyDC https://durhamcollege.ca/mydc/
<p>All students at Durham College have the responsibility to familiarize themselves with and abide by the college's Academic Integrity Policy. Students are expected to complete and submit their own work in an honest manner, in accordance with the policy. Durham College has zero tolerance for breaches of academic integrity. All suspected breaches of academic integrity will be investigated and documented following procedures outlined in the policy, and should a breach be confirmed, appropriate penalties will be levied. Breaches of academic integrity refer to a variety of practices including, but not limited to:</p> <ul style="list-style-type: none"> • copying another person's work; • using unauthorized materials or resources during an evaluation; • obtaining unauthorized copies of evaluations in advance; • collaborating without permission; • colluding or providing unauthorized assistance; • falsifying academic documents or records; • misrepresenting academic credentials; • buying, selling, stealing, soliciting, exchanging or transacting materials or information for the purpose of academic gain; • bribing or attempting to bribe personnel; • impersonation; • submitting the same work in more than one course without authorization; • improper use of computer technology and the internet; • depriving others of academic resources; • misrepresenting reasons for special consideration of academic work; • plagiarizing or failing to acknowledge ideas, data, graphics or other content without proper and full acknowledgement; • any unauthorized use of generative or other artificial intelligence. <p>If you have questions or concerns about what constitutes appropriate academic conduct or research and citation methods, and what your responsibilities are towards academic integrity, please visit the Academic Integrity website on MyDC, reach out to Student Academic Learning Services (SALS), or speak with your professor or Student Advisor.</p>	

Course Specific Policies and Expectations:

ACADEMIC INTEGRITY

Any incident of academic dishonesty will be dealt with according to the Academic Integrity Policy and Procedure. For more information, see Policy ACAD-101-Academic-Integrity.

If it is determined that a student has shared work with or copied from another student, all students involved will receive a mark of zero for the assignment or test.

Details of such incidents will be forwarded to the Dean. Refer to your Student Handbook under section "Academic Integrity" for the consequence of such action. This is a student responsibility to review. Ask the class professor if you are unsure.

Academic integrity is a core value at Durham College. Your professor has full discretion in the use of tools and practices to ensure that academic integrity is being upheld. Any evaluation that contributes to a student's grade in the course may be subject to the use of technological tools that contribute to the promotion of academic integrity. These tools may include the use of remote proctoring services, a requirement that the student have a webcam on for the duration of an evaluation, the use of Turnitin, or other tools or practices that the professor deems appropriate. A student who does not follow the instructions or requirements related to the use of these tools and practices may not be permitted to access the evaluation, in which case policies related to a missed evaluation will be applied.

Attendance and Punctuality

Classes will begin at ten minutes after the scheduled hour. Students are asked not to disrupt the class once it has started. Each lesson builds on skills learned in the previous classes. Students missing a topic will be less able to complete subsequent assignments. If a student is absent, it is his/her responsibility to obtain handouts and material covered from other classmates. Success in accounting depends on regular attendance, class participation, completion of homework and assignments.

GENERATIVE AI

Review the assignment specifications closely in your course to determine where you are permitted to use generative AI. It is your responsibility, as the student, to be clear on when, where, and how the use of generative AI is permitted. In all submissions in which you use generative AI, you must cite its usage. Failing to cite the use of generative AI is academic misconduct. In all other aspects of your work, the use of generative AI will be considered a breach of academic integrity and Academic Policy ACAD-101 Academic Integrity will be applied. If you are uncertain if you have used GenAI and/or cited appropriately, please speak with the library or your professor.

ELECTRONIC FILE SUBMISSION

Professors may direct students to submit assignments in electronic format. In fact, submission to DC Connect is the preferred method of submission for most assignments. It is the student's sole responsibility to ensure that any assignments submitted electronically are in the right location, in an acceptable file format that can be opened and read by the professor, and that the correct file is chosen for submission. If, after submitting the file, the student recognizes that an error has been made, any subsequent submissions to correct the error will be subject to the usual grade deduction for late assignments. It is not the professor's responsibility to notify the student that the file is incorrect and any submission errors that are not identified and corrected by the student will receive a grade of zero. It is highly recommended that the student close and reopen a file prior to submission to ensure it will open correctly. If there is any doubt about acceptable file formats, it is up to the student to check with the section professor prior to the submission deadline.

GRADE APPEAL

A student who wishes to appeal a grade has 5 business days to speak to the faculty member from the date the grade is released on DC Connect or MyCampus. The faculty member will review the concern outlined by the student and will explore ways to resolve the concern. For more information, see Policy ACAD-111-Grade-Appeals.

GROUP WORK

To help develop valuable workplace skills, some courses will require students to work in groups. Individual section instructors will specify the particular requirements of the group assignments and the grading mechanisms for those tasks. Peer evaluation may be used so that grades reflect each student's individual contribution to the group assignment. Students who do not demonstrate appropriate commitment and reliability to their group may be removed from the group by the instructor. Depending upon the individual circumstances, a student who is removed from a group may receive a grade of zero for the assignment or may be required to complete the assignment individually.

LAPTOP BASED EVALUATION

During evaluations, students are not to communicate with others using the laptop, the college network, or the internet without the expressed permission of the faculty. No unauthorized material is to be brought into the evaluation. Failure to comply is considered academic dishonesty.

In accordance with the College's advertised computer hardware requirements, students in this course are required to

have access to a webcam and microphone for all class meeting times. The professor will discuss the standards and expectations related to professionalism and participation in the remote academic environment, including the use of webcams and microphones to fully engage in the academic learning community.

Late Assignment

All assignments are due at the date and time specified, and in the format outlined by the Professor. The Professor will specify the submission format for each assignment (electronic, hard copy, or in some cases both formats) in advance of the due date.

Assignments submitted after the due date and time, or in a format not specified by the Professor, will be considered late and a penalty of 20% will apply to each calendar day up to 5 days after which the assignment will no longer be accepted and a mark of zero will be assigned. There are no exceptions to this penalty for assignments.

PROFESSIONALISM, COMMUNICATION, & CLASSROOM BEHAVIOUR

Students are expected to behave in a professional manner in the classroom and online environment. Students' behaviours must comply with Durham College's Student Code of Conduct and professional practices expected in any workplace. Students must recognize that their behaviours not only represent themselves but are also a reflection on the program as a whole, and have an impact on the image of the College. Behaviours that are considered a breach of the Student Code of Conduct will be dealt with according to the Student Code of Conduct Policy and Procedure, <https://durhamcollege.ca/wp-content/uploads/student-conduct-policy.pdf>

Students must understand the importance of using proper communication techniques in everything they do including but not limited to emails, online lectures, and discussion forums. All business documents must be correctly formatted, legible, and free of grammar, punctuation, and spelling errors.

General Course Outline Notes:

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.

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.

Week/ Module	Hours:	2	Delivery:	In Class
1	Course Learning Outcomes			
	CLO1			
	Essential Employability Skills			
	Taught:	EES1	Practiced:	EES1
	Intended Learning Objectives/Topics			
	COURSE INTRODUCTION: Expectations for the classroom Overview of course outline and evaluation notes Overview of course assessments and due dates			
	Intended Learning Activities			
	<ul style="list-style-type: none"> - Instructor introduction and review of course outline, related course and classroom policies, and expectations for success. - DC Connect and GoVenture Entrepreneur overview 			
	Resources and References			
	Course outline Required resources posted in DC Connect			
	Evaluation			

Week/ Module	Hours:	1	Delivery:	Online
1	Course Learning Outcomes	CLO1		
	Essential Employability Skills			
	Taught:	EES6, EES7, EES10	Practiced:	EES6, EES7, EES10
	Intended Learning Objectives/Topics	Reviewing the key documents critical to course success, review of key terms (business model and human capital), and identifying current news items/trends in business (library site and links)		
	Intended Learning Activities	Student navigation of DC Connect, GoVenture Entrepreneur and related links and critical course documents, reading of required posted materials, Video clip		
	Resources and References	Course outline, Links and Documents posted to the course in DC Connect Required resources posted in DC Connect		
	Evaluation			
Week/ Module	Hours:	2	Delivery:	In Class
2	Course Learning Outcomes	CLO1, CLO6, CLO7		
	Essential Employability Skills			
	Taught:	EES8, EES9, EES11	Practiced:	EES8, EES9, EES11
	Intended Learning Objectives/Topics	<ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Lemonade Stand to familiarize themselves with the full business interface. - The Product Development Process. - How to Bring Your Product to Market. - Stores and Resellers. - Retailers, Wholesalers and Distributors. 		
	Intended Learning Activities	Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software		
	Resources and References	Required resources posted in DC Connect GoVenture Entrepreneur Simulation software		
	Evaluation	Simulation: Online Business Simulation/Lemonade Stand - Practice	Weighting	2

Week/ Module	Hours:	1	Delivery:	Online
2	Course Learning Outcomes CLO1, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES8, EES9, EES10, EES11	Practiced:	EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Lemonade Stand to familiarize themselves with the full business interface. - The Product Development Process. - How to Bring Your Product to Market. - Stores and Resellers. - Retailers, Wholesalers and Distributors. 			
	Intended Learning Activities Videos GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur online platform			
	Evaluation			
Week/ Module	Hours:	2	Delivery:	In Class
3	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to individually play GoVenture Entrepreneur/Lemonade Stand (R-1) - Customers and Consumers - Tips to Run a Small Business & Prevent Business Failure - Entrepreneurship-the Entrepreneur - Principles for Success 			
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software			
	Evaluation Simulation: Online Business Simulation/Lemonade Stand - Graded Assignment			Weighting 3

Week/ Module	Hours: 1	Delivery: Online
3	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to individually play GoVenture Entrepreneur/Lemonade Stand (R-2) - Customers and Consumers - Tips to Run a Small Business & Prevent Business Failure - Entrepreneurship-the Entrepreneur - Principles for Success 	
	Intended Learning Activities <ul style="list-style-type: none"> Videos Group Discussion GoVenture Entrepreneur Simulation software 	
	Resources and References <ul style="list-style-type: none"> Required resources posted in DC Connect GoVenture Entrepreneur Simulation software 	
Evaluation		

Week/ Module	Hours:	Delivery:
	2	In Class
4	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Kiosk to familiarize themselves with the full business interface. - How do you measure Success? - What is risk Management? And, Ways To Reduce Risk In Your Business - Types of Business Ownership - Business Idea and Business Model 	
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
Evaluation		Weighting
Simulation: Online Business Simulation/Kiosk Business - Practice Assignment: Assignments - Individual - 4x7.5 marks each		10

Week/ Module	Hours: 1	Delivery: Online
4	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Kiosk to familiarize themselves with the full business interface. - How do you measure Success? - What is risk Management? And, Ways To Reduce Risk In Your Business - Types of Business Ownership - Business Idea and Business Model 	
	Intended Learning Activities Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
Evaluation		

Week/ Module	Hours:	2	Delivery:	In Class
5	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics			
	<ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Kiosk to familiarize themselves with the full business interface. - Getting from Business Idea to Business Model - Finding the Right Business Structure - Sources of finance explained - Due Diligence: What it is, and What to Expect 			
Intended Learning Activities				
Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software				
Resources and References				
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software				
Evaluation		Weighting		
Simulation: Online Business Simulation/Kiosk Business - Practice		2.5		

Week/ Module	Hours: 1	Delivery: Online
5	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Kiosk to familiarize themselves with the full business interface. - Getting from Business Idea to Business Model - Finding the Right Business Structure - Sources of finance explained - Due Diligence: What it is, and What to Expect 	
	Intended Learning Activities <ul style="list-style-type: none"> Videos Group Discussion GoVenture Entrepreneur Simulation software 	
	Resources and References <ul style="list-style-type: none"> Required resources posted in DC Connect GoVenture Entrepreneur Simulation software 	
Evaluation		

Week/ Module	Hours:	Delivery:
	2	In Class
6	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Kiosk Business in teams (R-1) - Choosing a Location For Your Restaurant and factors and Elements of Site Selection - Intellectual Property - Entrepreneurship - Business Plan - Modern Marketing Strategy 	
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
Evaluation Simulation: Online Business Simulation/Kiosk Business -Graded Assignment Assignment: Assignments - Individual - 4x7.5 marks each	Weighting 17.5	

Week/ Module	Hours: 1	Delivery: Online
6	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Kiosk Business in teams (R-1) - Choosing a Location For Your Restaurant and factors and Elements of Site Selection - Intellectual Property - Entrepreneurship - Business Plan - Modern Marketing Strategy 	
	Intended Learning Activities <ul style="list-style-type: none"> Videos Group Discussion GoVenture Entrepreneur Simulation software 	
	Resources and References <ul style="list-style-type: none"> Required resources posted in DC Connect GoVenture Entrepreneur Simulation software 	
Evaluation		

Week/ Module	Hours: 2	Delivery: In Class
7	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Kiosk Business in teams (R-2) - Market equilibrium Supply and demand - What Can You Learn from Your Competition? - Product Differentiation - Revenue, Profits, and Price - How to Set Up a Perfect Price for Your Product 	
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
	Evaluation Simulation: Online Business Simulation/Kiosk Business -Graded Assignment	Weighting 10

Week/ Module	Hours: 1	Delivery: Online
7	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Kiosk Business in teams (R-2) - Market equilibrium Supply and demand - What Can You Learn from Your Competition? - Product Differentiation - Revenue, Profits, and Price - How to Set Up a Perfect Price for Your Product 	
	Intended Learning Activities <ul style="list-style-type: none"> Videos Group Discussion GoVenture Entrepreneur Simulation software 	
	Resources and References <ul style="list-style-type: none"> Required resources posted in DC Connect GoVenture Entrepreneur Simulation software 	
Evaluation		

Week/ Module	Hours: 2	Delivery: In Class
8	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Full Business to familiarize themselves with the full business interface. - Business Costs (Fixed Costs and Variable Costs) - Pricing Strategy An Introduction - Understanding Customer Needs - The importance of studying consumer behavior - Pricing Strategies 	
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
	Evaluation Simulation: Online Business Simulation/Full Business - Practice Assignment: Assignments - Individual - 4x7.5 marks each	Weighting 12.5

Week/ Module	Hours: 1	Delivery: Online
8	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Full Business to familiarize themselves with the full business interface. - Business Costs (Fixed Costs and Variable Costs) - Pricing Strategy An Introduction - Understanding Customer Needs - The importance of studying consumer behavior - Pricing Strategies 	
	Intended Learning Activities <p>Videos Group Discussion GoVenture Entrepreneur Simulation software</p>	
	Resources and References <p>Required resources posted in DC Connect GoVenture Entrepreneur Simulation software</p>	
Evaluation		

Week/ Module	Hours:	2	Delivery:	In Class
9	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics			
	<ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Full Business to familiarize themselves with the full business interface. - Market Share - meaning & explanation - Corporate Strategy: The role of strategy in business - Inventory Management and Types of Inventory - Forecasting Methods - Logistics Management 			
	Intended Learning Activities			
Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software				
Resources and References				
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software				
Evaluation		Weighting		
Simulation: Online Business Simulation/Full Business - Practice		5		

Week/ Module	Hours: 1	Delivery: Online
9	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students practice GoVenture Entrepreneur/Full Business to familiarize themselves with the full business interface. - Market Share - meaning & explanation - Corporate Strategy: The role of strategy in business - Inventory Management and Types of Inventory - Forecasting Methods - Logistics Management 	
	Intended Learning Activities <p>Videos Group Discussion GoVenture Entrepreneur Simulation software</p>	
	Resources and References <p>Required resources posted in DC Connect GoVenture Entrepreneur Simulation software</p>	
	Evaluation	

Week/ Module	Hours:	2	Delivery:	In Class
10	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-1) - Types of Team Members You Can Hire - Building Your Team - Recruiting & Hiring - How to manage people and be a better leader - Productivity 			
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software			
Evaluation Simulation: Online Business Simulation/Full Business - Graded Assignment			Weighting 6	
Week/ Module	Hours:	1	Delivery:	Online
10	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-1) - Types of Team Members You Can Hire - Building Your Team - Recruiting & Hiring - How to manage people and be a better leader - Productivity 			
	Intended Learning Activities Videos Group Discussion GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software			
Evaluation				

Week/ Module	Hours:	2	Delivery:	In Class
11	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics			
	<ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-2) - Business Ethics - Social Responsibility - Sustainability and how to be a sustainable business 			
	Intended Learning Activities			
Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software				
Resources and References				
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software				
Evaluation			Weighting	
Simulation: Online Business Simulation/Full Business - Graded Assignment			6	
Week/ Module	Hours:	1	Delivery:	Online
11	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics			
	<ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-2) - Business Ethics - Social Responsibility - Sustainability and how to be a sustainable business 			
	Intended Learning Activities			
Videos Group Discussion GoVenture Entrepreneur Simulation software				
Resources and References				
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software				
Evaluation				

Week/ Module	Hours:	2	Delivery:	In Class
12	Course Learning Outcomes			
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics			
	<ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-3) - Financing Options for Small Businesses - How to Calculate EPS (Earnings Per Share) - Accounting and General Ledger - Step-by-Step Accounting for a New Business - Rules of Debit and Credit - Generally Accepted Principles in GAAP Finance 			
	Intended Learning Activities			
Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software				
Resources and References				
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software				
Evaluation		Weighting		
Simulation: Online Business Simulation/Full Business - Graded Assignment		13.5		
Assignment: Assignments - Individual - 4x7.5 marks each				

Week/ Module	Hours: 1	Delivery: Online
12	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7	
	Essential Employability Skills	
	Taught: EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced: EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-3) - Financing Options for Small Businesses - How to Calculate EPS (Earnings Per Share) - Accounting and General Ledger - Step-by-Step Accounting for a New Business - Rules of Debit and Credit - Generally Accepted Principles in GAAP Finance 	
	Intended Learning Activities Videos Group Discussion GoVenture Entrepreneur Simulation software	
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software	
	Evaluation	

Week/ Module	Hours:	2	Delivery:	In Class
13	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-4) - Understanding Financial Statements and Accounting - Purpose of the Income Statement - Expense and Revenue Account Types - Revenue vs. Gross Income/Profit/Earnings vs. Net Income/Profit/Earnings 			
	Intended Learning Activities Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software			
Evaluation		Simulation: Online Business Simulation/Full Business - Graded Assignment		Weighting 6
Week/ Module	Hours:	1	Delivery:	Online
13	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7			
	Essential Employability Skills			
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics <ul style="list-style-type: none"> - Students to play GoVenture Entrepreneur/Full Business in teams (R-4) - Understanding Financial Statements and Accounting - Purpose of the Income Statement - Expense and Revenue Account Types - Revenue vs. Gross Income/Profit/Earnings vs. Net Income/Profit/Earnings 			
	Intended Learning Activities Videos Group Discussion GoVenture Entrepreneur Simulation software			
	Resources and References Required resources posted in DC Connect GoVenture Entrepreneur Simulation software			
Evaluation				

Week/ Module	Hours:	3	Delivery:	In Class	
14	Course Learning Outcomes				
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7				
	Essential Employability Skills				
	Taught:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11	
	Intended Learning Objectives/Topics				
	- Students to play the final round of GoVenture Entrepreneur/Full Business in teams (R-5)				
	Intended Learning Activities				
Lecture Videos Group Discussion GoVenture Entrepreneur Simulation software					
Resources and References					
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software					
Evaluation			Weighting		
			6		
Week/ Module	Hours:	1	Delivery:	Online	
14	Course Learning Outcomes				
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7				
	Essential Employability Skills				
	Taught:			Practiced:	EES5, EES6, EES7, EES8, EES9, EES10, EES11
	Intended Learning Objectives/Topics				
	- Reflection on Learning				
	Intended Learning Activities				
Independent study Reflection on Learning					
Resources and References					
Required resources posted in DC Connect GoVenture Entrepreneur Simulation software					
Evaluation					