

Course Outline

Course Title:	New Ventures		
Course Number:	BUSN61	Approval Date:	2024/8/29
Course Hours:	45 hours	Academic Year:	2024
Academic School:	School of Business and Information Technology		

Faculty:	Steven Bennis - steven.bennis@flemingcollege.ca Victor Waselenko - victor.waselenko@flemingcollege.ca
Program Co-ordinator or Equivalent:	David Swales - David.Swales@flemingcollege.ca
Dean (or Chair):	Allison MacGregor - Allison.MacGregor@flemingcollege.ca

Course Description

This course is designed to develop an understanding of planning the start-up of a business, its ongoing management and strategies for growth. Students learn about the legal forms of business ownership, the importance of financial analysis as a success indicator for the business and appropriate marketing tactics for promoting small business. The student will develop an actual business plan for their own business idea.

Prerequisites: None.

Corequisites: None.

Work Integrated Learning: Campus Incubator

Course Delivery Type

Hybrid Synchronous.

Some course hours are delivered online synchronously with specified meeting times and some hours will be delivered in person. Delivery locations and times are specified on the academic timetable.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify, describe, and utilize the Creative Problem Solving Process and tools for creative ideation in the process of discovering new business ideas and solving problems in the launch of new business ventures.

2. Identify and compose the necessary components of a business canvas and a business plan.
3. Describe the methods of business start up (e.g. new business start up, purchasing an existing business, and franchising)
4. Analyse business factors and demonstrate the ability to differentiate between viable business ideas and non-viable business ideas, and to select the most suitable legal form of business ownership for such business ideas.
5. Investigate and develop an action plan to obtain suitable financing options for a business.
6. Research and compile a proper Market Analysis for a business plan (including: Industry Analysis, Target Market Analysis and Competitive Analysis) to support business viability and growth. This includes performing trend analyses by evaluating current technological, economic, demographic and psychographic (social/cultural) trends to recognize business opportunities and develop suitable strategies.
7. Develop a strategic marketing plan for a product or service launch, supporting and in accordance to data provided within the Market Analysis.
8. Describe how a small business can utilize web based business technologies in the creation of a business plan and the launch of the business.
9. Develop a break-even analysis and financial monitoring plan, including accounting systems, beginning balance sheet, cash flow statement, income statement and closing balance sheet.
10. Create an administrative and operations plan, including implementation, for the new business venture.
11. Demonstrate the ability to plan future HR needs using the principles of effective human resource management.
12. Identify and explore legal concerns, business structures and government regulations that would affect a new business. (e.g. licenses, insurance, patents, copyrights, taxes, etc.)

Learning Resources

Required texts:

Building Your Dream: A Canadian Guide to Starting Your Own Business, 11th Edition, Good/Mayhew, McGraw Hill E-Text with Connect

Students must have their own laptop computer with camera and microphone as this is a hybrid course with one hour being virtual.

Assessment Summary

Assessment Task	Percentage
In-class activities	30%
Quizzes	25%
Assignments	45%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)
- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and

richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/).

Detail Plan

Term:	2024 Fall
Faculty:	Steven Bennis - steven.bennis@flemingcollege.ca Victor Waselenko - victor.waselenko@flemingcollege.ca
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Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
1	Introduction, Course Outline and Expectations. Stage 1: Assessing Your Potential for an Entrepreneurial Career	3, 8, 12	Stage 1 Quiz (2.5%) Sem Act 1 (3%)
2	Stage 2: Exploring Business Ideas and Opportunities	1 to 12	Stage 2 Quiz (2.5%) Sem Act 2 (3%)
3	Stage 3: Market Feasibility Study	1,2,4,9	Stage 3 Quiz (2.5%) Sem Act 3 (3%)
4	Stage 4: Cost and Profitability Assessment	2,3,4,9,12	Stage 4 Quiz (2.5%) Sem Act 4 (3%)
5	Stage 5: Business Plans	2, 3, 4, 5, 6, 7	Stage 5 Quiz (2.5%) Sem Act 5 (3%)
6	The Pitch	2,3,5, 7,8,12	The Pitch (con'd)
7	No Lecture Pitch Presentations in Seminar	2, 5, 6, 7, 9, 11,12	The Pitch Presentations (10%)
8	Independent Learning Week	1 to 12	Groups to continue working on Business Plans
9	Stage 6: Legal Considerations	1 to 12	Stage 6 Quiz (2.5%) Sem Act 6 (3%)
10	Stage 7: Financing Your Business and Accounting Practices	1 to 12	Stage 7 Quiz (2.5%) Sem Act 7 (3%)

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
11	Stage 8 and 9: Marketing and Sales	1 to 12	Stage 8 Quiz (2.5%) Stage 9 Quiz (2.5%) Sem Act 8 & 9 (6%)
12	Stage 10: Buying a Business Stage 11: Buying a Franchise	3	Stage 10 and 11 Quiz (2.5%) Sem Act 10 (3%)
13	Group Term Project Mentor Meeting (10%)	1 to 12	Group Term Project Mentor Meeting (10%)
14	Group Term Assignment Due: Written: Due for all groups. 20% Presentation: 10%	3	Group Term Assignment Due: Written: Due for all groups. 20% Presentation: 10%
15	Group Term Assignment: Presentations con'd: 10%	1 to 12	Group Term Assignment Due: Presentations con'd: 10%

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
10 Quizzes x 2.5% each	Stage Quizzes Weeks 1, 2, 3, 4, 5, 9, 10, 11, 12,	1, 3, 4	25%
10 Activities x 3% each	Seminar Activities Weeks 1, 2, 3, 4, 5, 9, 10, 11, 12,	1, 3, 4	30%
1 Presentation x 10%	Group Term Project Pitch Presentation Week 7	1, 3, 11, 12	10%
1 Meeting x 10%	Group Term Project Mentor Meetings Week 13	2, 3, 4, 5, 6, 7, 8, 9	10%
Written: 15% Presentation: 10%	Group Term Assignment Week 14 (written due) Presentations Week 14 and 15	1, 3, 11, 12	25%

Students must have their own laptop computer with camera and microphone as this is a hybrid course with one hour being virtual.

Every student shall deliver their own work. However, students will create a business plan as part of a small group (maximum of four). If in a group, students are required to participate fully in the creation of a business plan, otherwise, a mark of incomplete will be assigned.

The individual assignments will still be delivered individually while Group assignments will be done by group.

The Business Plan will be handed in by one member of the group on behalf of the group and assessed as a group. Business plan presentations will be assessed as a combination between group and individual.

Stage Quizzes will be done independently.

Seminar Activities will be done individually or as a group.

Mentor Meeting will be done in Groups.

Pitches will be done as a group but assessed individually.

Turnitin Statement

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com in support of academic integrity. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

If students choose to opt out of using the software, they must inform their faculty member at the time of the assignment, of their refusal and meet with the faculty to discuss their options. For further information on the use of Turnitin, please refer to the [Operating Procedure 2-201F](https://department.flemingcollege.ca/hr/attachment/10233/download) (<https://department.flemingcollege.ca/hr/attachment/10233/download>)

Exemption Contact

David Swales

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student

learning. Any questions about this collection can be directed to the Privacy and Policy Officer at freedomofinformation@flemingcollege.ca or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.

Breaches, such as cheating or plagiarism, will normally result in a grade of zero for any of the assessments in this course. Any subsequent offense can result in the learner being required to withdraw from the course. All breaches of academic integrity will be reported to the Registrar.

All reports must be computer generated, unless otherwise stated. In addition, they must be stapled (or bound as with the business plan) and clearly labelled with your name(s), the course name and number, the professor's name, the due date and the assignment title.

Personal Strategies for Success:

1. A high level of effort and achievement will be required for success in this course. As well, regular attendance, being on time, participation, mutual support and goodwill are CRITICAL ingredients for successful learning.

2. LECTURES will be conducted LIVE in webex during the scheduled time and all are encouraged to attend. Seminars will be face to face during your scheduled time. If you miss a lecture and/or seminar, it is THE STUDENT'S responsibility to find out what was missed and to ensure you are caught up before the next class. It is very important to do this in this course as all stages covered are connected to each other.

3. If you are experiencing difficulty with any aspect of the course, it is your responsibility -- AND YOU ARE ENCOURAGED -- to consult the professor.

4. If you need special help in your learning, completing assignments, or writing tests, please inform your professor. There are facilities that can help.

5. Please monitor your e-mail and notices on D2L on a regular basis, including emptying junk mail from your inbox. The professor will be sending/posting important links to you on a regular basis.

Rules:

1) Make-up arrangements for missed assignments are not normally allowed. YOU MUST BE PRESENT IN SEMINAR IN ORDER TO BE ELIGIBLE FOR MARKS ON YOUR ACTIVITIES. However, in the event of documented illness or personal circumstances that prohibit the student from completing work, make-up provisions may be provided at the discretion of the professor.

Allowance will only be provided if the student communicates to the professor in ADVANCE of the scheduled completion date.

2) Late assignments will not be accepted unless accommodations are requested and approved by the instructor.

3) Students are responsible for keeping track of their own marks and keeping copies of their work. Please ensure

you are frequently checking D2L for grades, course materials and updates.

Suggestions:

Students should keep in mind that the instructor is always available to assist outside of class time. Appointments should be made. No reasonable request for an appointment will be refused. Please take advantage of this offer.