

# Business Administration

Course Number: **BUAD 293**

Course Title: **ENTREPRENEURSHIP**

Credits: 3

Calendar Description: This course is an investigation into the role of the entrepreneur in business and economic development. The personality/character traits that are associated with the entrepreneurial spirit are examined. Students will identify business opportunities, develop a business plan for their own small business and pitch their venture idea to stakeholders who will evaluate its potential viability. *(also offered by Distance Education)*

Semester and Year: **FALL 2021**

Pre  
requisite(s): BUAD 116, 123, 128 and 195

Corequisite(s): BUAD 264

Prerequisite to: BUAD 308

Final Exam: No

Hours per week: 3

Diploma, Marketing and Management Options –

Graduation Requirement:



**Evaluation Procedure**

<b>Group Component:</b>	
Business Plan Project	50%
<b>Individual Component:</b>	

Course Schedule

Date		Topic	Textbook/ Due Dates
<b>2021</b>		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6	
<b>Week of:</b>			
<b>Sept..</b>	.6	<b>COURSE OVERVIEW and ENTREPRENEURSHIP INTRODUCTION</b>	<b>CH 1 Moodle Resources</b>
	13	<b>IDEA GENERATION</b> The Venture Idea - Identifying Opportunities	<b>CH 2 &amp; 3</b>
	20	<b>Idea Pitch, Group Formation</b>	<b>Moodle Resources</b>
	27	<b>Business Plan Overview</b> <b>Guest Presenter, OC Librarian – Research workshop</b>	<b>CH 15</b>
<b>Oct.</b>	4	<b>BUSINESS PLAN - MARKETING SECTION</b> <b>Target Customer, Competition</b>	<b>CH 4 &amp; 5</b>
	11	<b>Price &amp; Promotion</b>	<b>CH 6</b>
	18	<b>BUSINESS PLAN - OPERATIONS SECTION</b> <b>Distribution &amp; Location</b> <b>The Management Team</b>	GA 3 – Due Oct. 24
	25	<b>Legal Concerns, Risk Management</b> <b>Socially Responsible, Sustainable and Ethical Enterprise</b>	<b>CH 8 &amp; 9</b>
<b>Nov.</b>	1	<b>BUSINESS PLAN - FINANCIAL SECTION</b> <b>Securing Financing</b> <b>Elevator Pitch Competition</b>	<b>CH 10 &amp; 11</b> <b>Moodle Resources</b>
	8	<b>Financial Information, Start-Up fu19992as/F8 11u19</b>	

