

# Business Administration

Course Number:	<b>BUAD 293</b>
Course Title:	<b>ENTREPRENEURSHIP</b>
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.
Semester and Year:	<b>WINTER 2023</b>
Prerequisite(s):	BUAD116, 123, 128 and 195
Corequisite(s):	BUAD 264
Prerequisite to:	BUAD 308
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Diploma, Marketing and Management Options – Required Students commencing their program on or after September 2014 BBA, Tourism & Hospitality Management Specialty - Required Diploma, Tourism & Hospitality Management Option - Required
Substitutable Courses:	No
Transfer Credit:	N/A

Special Notes:

*Devi Rubadeau*

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- describe the process and mechanics of starting a business.
- explain the characteristics, abilities and attitudes that are associated with successful entrepreneurs.
- critique the viability of business opportunities that have been identified with an environmental scan.
- estimate the market and financial feasibility of venture ideas through an analysis of secondary research.
- create a business plan for a small business that includes plans for marketing, human resources, operations and financial feasibility.
- demonstrate good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.
- demonstrate presentation skills that grab the listener's attention, hold their interest and conclude strongly.

**Course Objectives**

This course will cover the following content:

- Business Trend Identification
- Target Customer Profiling
- Competitive Intelligence
- Product/Service Development
- Marketing (Promotion, Packaging and Pricing of Product/Service)
- Financial Analysis & Management
- Human Resource Management
- Team Presentations
- Legal & Risk Management Issues in Business



## Course Schedule

Date		Topic	Textbook
2023 Week of		Monday January 9 <sup>th</sup> , First day of class Monday February 20 <sup>th</sup> , Statutory Holiday (no classes) February 21 <sup>st</sup> thru 24 <sup>th</sup> , Mid-semester study break (no classes) Friday April 7 <sup>th</sup> and Monday April 10 <sup>th</sup> , Statutory Holidays (no classes) Friday April 14 <sup>th</sup> , Last day of class	
1	Jan 9	<b>ENTREPRENEURSHIP INTRODUCTION</b> Course Overview Introduction to Entrepreneurship The Venture Idea - Identifying Opportunities	<b>CH 1</b> <b>CH 2</b>
2	Jan. 16	<b>IDEA GENERATION</b> The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch	<b>CH 3</b>
3	Jan. 23	Establish Groups Group Work, Team Charter Business Idea Confirmation	<b>Group Work</b> <b>Tutorial</b>
4	Jan. 30	Business Plan Overview, Business Plan Proposal Marketing Research	<b>CH 15</b>
5	Feb 6	<b>BUSINESS PLAN - MARKETING SECTION</b> Target Customer, Competition Introduce and Launch Simulation Project	<b>CH 4, 5 &amp; 6</b>
6	Feb 13	Price & Promotion	<b>CH 4, 5 &amp; 6</b>
7	Feb 20	No Classes/Mid-Semester Study Break	
8	Feb 27	<b>BUSINESS PLAN - OPERATIONS SECTION</b> Distribution & Location Legal Concerns Risk Management	<b>CH 7</b> <b>CH 8</b> <b>CH 9</b>
9	Mar 6	Securing Financing The Management Team	<b>CH 12</b> <b>CH 11</b>
10	Mar 13	Socially Responsible, Sustainable and Ethical Enterprise	<b>Moodle</b> <b>Resources</b>
11	Mar 20	<b>BUSINESS PLAN - FINANCIAL SECTION</b> Financial Information, Cashflow projections	<b>CH 10</b>
12			

