

# 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. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Winter 2020</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

**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





## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study