

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

