

**Entrepreneurship
MGMT 201 - 2022 Winter
Course Syllabus**

Instructor: Karen McMurray (she/they)
Contact: kmcmurray@coastmountaincollege.ca
Campus: Distributed Learning
Credits: 3
Student Hours: Wednesdays 12-1pm (link is posted in Brightspace)

Scheduled Class Sessions:

Tuesday January 18th	9:30 - 10:30am
Tuesday January 25th	Peer Review Sessions Sign Up Multiple Times available
Tuesday February 8th	9:30 - 11:00am
Tuesday March 1st	9:30 - 10:30am
Tuesday March 22nd	9:30 - 10:30am
Tuesday April 12th	9:30 - 10:30am

Course Description:

This class addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The goal is to provide a solid background with practical application of important concepts applicable to entrepreneurial environment. In addition to creative aspects, key business areas of finance, accounting, marketing, and management will be addressed from an entrepreneurial perspective. The course relies on classroom discussion, participation, guest speakers, case analysis, and building a business plan to develop a comprehensive strategy for launching and managing a business. Students will need to draw upon their business education and experience and apply it to the task of launching a new venture. Students are expected to interact with the business community, be able to work effectively in teams, and be active participants in classroom discussions and exercises.

- Understand the principles of entrepreneurial business
- Identify, appreciate and assess the knowledge, attitudes, and skills of entrepreneurs
- Establish a level of confidence in creating a business plan as a tool to assess, create and communicate a business concept
- Have an expanded awareness of the resources available for creating a business plan

- Use information, projections, logic and critical thinking to recognize an opportunity and solve small business problems in a multicultural, ethical and legal environment

Communication:

The best way to get in touch with me is through email at kmcmurray@coastmountaincollege.ca. I am quick to respond to this email. If you do not hear from me within 24 hours and there is no out of office alert, please email again.

If I receive an email that is unprofessional I will refer you to a resource about email communication norms found here:

https://karenmcmurray.ca/professionalcommunications_emails/

and request you rewrite your email. This is not because I am upset with you. My role is to mentor you towards professionalism for your future careers. Getting into the habit of using available resources to hone your professional communications is a normal part of learning.

As part of our work together you will engage in a group chat using a communication tool called Mattermost. I will be monitoring this chat and engaging spontaneously with our group there. If you have any questions about your work or the class that can benefit the group I would encourage you to post in the mattermost channel.

Your work will be presented openly on the web through your personal website. To receive a domain you will need to have your coast mountain college email set up.

Your assignments and marks will be posted in brightspace along with course announcements.

REQUIRED MATERIALS & TEXTBOOK(S)

No text is required. Where resources and readings are assigned, they will be provided in the course materials.

To be successful in this course you should ensure you are dedicating between 3-4 hours per week to readings, assignments and tasks.

TRANSFER CREDITS:

BC Transfer Guide website is most up to date.

<https://www.bctransferguide.ca>

LEARNING OUTCOMES

This course provides an appreciation of the requirements for success in an entrepreneurial career. Upon completion of this course, students will:

ASSESSMENT & EVALUATION

Evaluation Profile	% of Total Grade
Assignments	70%
Final Exam	30%

COURSE PREREQUISITES

- Completion of Business Administration Certificate
- Grade 12 or equivalent

Grading Profile

A ⁺ = 96-100%	B ⁺ = 81-85%	C ⁺ = 66-70%	P = 50-55%
A = 91-95%	B = 76-80%	C = 61-65%	F = Below 50%
A ⁻ = 86-90%	B ⁻ = 71-75%	C ⁻ = 56-60%	

Coast Mountain College serves seven First Nations in Northwest British Columbia: Haida, Tsimshian, Nisga'a, Haisla, Gitksan, Wet'suwet'en, and Tahltan and acknowledges the traditional territory its campuses reside on.

You will create a marketing plan and present it in infographic, video presentation or narrated powerpoint form on your website.

It will have two required sections:

Section 1 - Your target market with the four segments identified

Section 2 - The marketing plan with consideration of the 4 P's.

	3	2	1	0
Materials / Content	This shows an exceptional understanding of a marketing plan.	This shows a good understanding of a marketing plan.	There is little to demonstrate an understanding of what a marketing plan is.	This shows a poor understanding of a marketing plan.
Presentation and creativity	A high level of creativity is effective and evident.	The project shows creativity.	There is little creativity shown.	There is no evidence of creativity to make the project more attractive.
Link to business plan	A clear link exists between the business idea and the marketing plan.	The marketing plan is related to the business.	The information replicates the topic but shows no application to the business idea.	Little to no relevancy to the business idea.

Assignment 5 Peer Review Action 5%

Due March 7

You will take the questions you received from your colleagues and collate them so there are no repeat questions. List the questions on the FAQ page of your website and respond to them. You will be marked out of 5 based on the criteria here:

<p>All of your responses are clear and concise. They help your audience understand your business. You have considered your potential audiences in your communication.</p>

Assignment 6 Implementation and Human Resources Plans

10%

Due March 14

For each page you will be marked as follows:

3	2	1
This is realistic and makes sense. It leaves no outstanding issues unresolved.	This is somewhat realistic. There is one outstanding issue.	This is not realistic. There are multiple issues not addressed in this plan.
Formatting is clear and accessible to viewers. The page looks good.	Something is not right here either the way it looks or the availability of the information.	There are a few issues either with how the page looks or the access to the information.

Assignment 7 Financial Plans

15%

Due March 28

You will create a financial plan for your business using a web-based tool. The requirements are:

- 1) Start-up costs and funding
- 2) 3 year P & L Table
- 3) 3 Year Balance Sheet
- 4) 3 Year Cash flow Forecast (Table on the right side)

	4	3	2	1
Technical Specifications	All four statements were complete.	Three of the four statements are complete.	Two of the four statements are complete.	One of the four statements is complete.
Evidence of Understanding	The submission shows you understand the financial planning process.	The submission shows you somewhat understand the planning process.	The submission shows you don't really understand the planning process.	You don't seem to know what class this is.
Presentation	It looks awesome.	It looks good.	It does not look very good.	It is unreadable.

Assignment 8 Written Executive Summary 10% Due April 4th

This is marked out of 5. It is either acceptable upon completion or not. I will provide you feedback as early and as often as you need to make this presentable.

Assignment 9 The Pitch 15% Due April 11th

Your video should introduce yourself and your business to the audience. Why you believe it will be successful and the reasons you have decided to pursue it. You will then upload this onto your site.

	3	2	1
Communication	The video introduces the business and reason for pursuing it in an informative, concise and professional presentation.	The video could use some adjustments either in the information conveyed or professional presentation.	The video could use some major improvements.
Technical Considerations	The video is clear, the audio is good, and the quality is high.	The video could be improved slightly in quality.	The video could use major improvements in quality or formatting.

Activities 20%

There are 8 activities in the course that are marked as complete or incomplete. You earn full marks by taking part in them. You will receive marks after activity 4 and 8.

- Activity 1 - Reading Reflection Vespers' Theories Padlet
- Activity 2 - Podcast Recommendation
- Activity 3 - Mattermost Introduction
- Activity 4- In class session activity
- Activity 5 - Feedback for Colleagues
- Activity 6 - In class activity
- Activity 7 - In class activity
- Activity 8 - Building a Network

Final Exam 30%

The details of your final exam will be released when your business plan is complete. It is an assignment-based exam and you will have one week to complete it. It is in your best interest to have the week free to work on this. While you may receive the exam earlier (if you have completed all the other assignments) the last day the final exam will be released is April 12 (after our clas session) and it is due April 18.

The exam does require some collaboration so if you intend to complete the course early and receive the final exam early, it may be in your best interest to make sure others are doing the same or work with a small group to support each other in this early finish endeavour. I can help you with this please just let me know what you are thinking about in terms of completion timing.