



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	COMM 280	Course Title	Small Business and Entrepreneurship			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course provides an introduction to the mechanics and choices associated with establishing and running a small business. It focuses particularly on an examination of the implications of growing the business, both for the enterprise itself and for the entrepreneur.					
Prerequisite(s)	ENGL 099, <i>COMM 100 is recommended for students with no previous work experience</i>					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 280 (3)	BUS 238 (0) & BUS 2XX (3) B-Soc.	COM 2XX (1.5)	COMM 302 (3)	ENTR 2XXX (3) May not take ENTR 4751 for additional credit	
For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca						
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Describe the various types of ownership structures of small businesses (sole proprietorship, partnership, corporation). Explain the elements of small business management (planning, marketing, operations, human resources and financial management). Develop strategies that generate new ideas and identify opportunities to start a business. Identify the core areas of a business model and the elements of business model canvas. Describe the concept and structure of a business plan. Write an effective business plan. Develop a marketing mix for the new venture. Analyze segmentation, identify target market, and develop a positioning for the start up Explain key considerations, opportunities and challenges for the entrepreneur. Demonstrate the use of entrepreneurial decision-making processes, tools and resources. Undertake a preliminary assessment of their potential capability as an entrepreneur. Develop a reflective journal about their own potential innovative entrepreneurial venture. Characterize the value of networks for the entrepreneurs. Identify and evaluate the different sources of financing available to small businesses. Describe the role of angel investors and venture capitalists in entrepreneurship. Design and formulate an online, social media and mobile marketing program. 					



Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Introduction to Entrepreneurship and Types of Entrepreneurships • Entrepreneurial Mindset • Idea Generation and Opportunity Recognition • Business Model and Business Model Canvas • Business Plan and Planning in Entrepreneurship • Small Business Startup challenges • Bootstrapping in Entrepreneurship • Small Business Ownership Structures • Entrepreneurial Marketing and Marketing Strategy for Small Businesses • HRM in Small Business • Networking in Small Business • Financing the Startup • Exit Strategies for Small Business • Social Entrepreneurship <p>Additional topics may also be covered, at the discretion of the instructor.</p>		
Methods of Instruction	Lectures, debates, role plays, case scenarios, presentations, online discussion forum.		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Neck, Heidi, M., Christopher P. Neck, and Emma L. Murray. <i>Entrepreneurship: The practice and mindset</i> (2nd ed.). Thousand Oaks, California: SAGE, 2021</p>		
Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> • Office 365 • Student email 		
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.		
Evaluation	<i>Component</i>	<i>% Value</i>	
	Participation/Assignments	10-15%	
	Quizzes	10-15%	
	Midterm examination	15-25%	
	Business plan	15-25%	
	Final examination	25-35%	
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.		
Course Designer(s)	Greg Leach, MBA, Department of Commerce, Alexander College	Consultant(s), if applicable	<p>Elizabeth Newton, Sauder School of Business, University of British Columbia</p> <p>David Crawford, Sauder School of Business, University of British Columbia</p>



Dean's Approval	Barbara Moon, Dean of Arts and Sciences, Alexander College	Dean's Approval Date	October 15, 2014
Curriculum Committee Approval Date	October 15, 2014	First Term Offered	Winter 2015
Last Review Date	August 28, 2022	Next Review Date	August 28, 2027
Revision History	August 28, 2022 - Revised by Enrico Tanafranca and Musarrat Khan		