CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2024	**COURSE NO: BADM 365**	
INSTRUCTOR:	**COURSE TITLE: Entrepreneurship**	
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS: 3.0**
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. Course may be delivered online or mixed mode.

COURSE PREREQUISITES/CO-REQUISITES

BFIN 141 as a prerequisite and either BMKT 161 or BMKT 369 as a pre- or corequisite; OR NABU 320 and CMNS 305.

CALENDAR DESCRIPTION

This course provides insight into what is necessary to launch and operate your own business. Students will explore the entrepreneurial process, as it unfolds through idea generation and opportunity recognition, feasibility analysis, sales and marketing plan development, and financial model development. Students will develop an effective pitch and a business plan for a business or social enterprise they would like to explore.

REQUIRED TEXTS AND/OR RESOURCES

Pauley, M. (2021). Business Startup and Entrepreneurship: Canada. University of Prince Edward Island. (or similar)
Open Source: https://pressbooks.library.upei.ca/startup/

Pauley, M. (2022). Business Startup and Entrepreneurship: Canada Workbook. University of Prince Edward Island. Open Source:
https://pressbooks.library.upei.ca/businessstartupandentrepreneurshipcanadaworkbook/

Additional materials may be provided by the instructor.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:

1. Assess the feasibility and viability of business ideas through market validation
2. Prepare a comprehensive business plan for a start up business idea
3. Develop pro forma statements including cash flow, income statement and balance sheet by applying financial management techniques and projections
4. Craft and deliver a concise and compelling pitch for their entrepreneurial venture
5. Recommending funding options needed to support the growth and success of the business

COURSE CONTENT

Week	Topic
1	What is Entrepreneurship? Overview of the business planning process
2	Recognizing entrepreneurial opportunities & challenges Types of entrepreneurship (enterprise, social, hobby, gig, franchise, etc.) and business models
3 – 4	Idea generation and research Assessing market feasibility and demand for new ventures
5	Defining business goals, objectives, and mission Ethical considerations and responsible entrepreneurship
6	Identifying target markets and customers Developing a value proposition and positioning strategy
7	Operational planning for your business idea Product/Service development Pros and cons of various operational models
8 – 9	Crafting financial and sales projections Estimating startup costs and creating pro forma statements Identifying potential funding options for small businesses Break even analysis
10	Overview of venture pitching and its importance in securing funding or partnerships Crafting an effective pitch
11	Building your team and advisory board
12	Incorporating risk assessment and contingency planning Exit strategy options
13	Venture Pitch Presentations
14-15	Final exam period Business Plans Due

EVALUATION PROFILE

Assessment	Weight	LO
Entrepreneurial reflection assessment (Individual)	15%	2,5
In class case analyses and scenario planning (Individual)	10%	2,5
Pitch Presentation (Individual/Team)*	10%	4
Business Plan (Individual/Team)* - Feasibility study (10%) - Marketing plan (15%) - Financial documents (25%) - Overall plan (15%)	65%	1,2,3,4,5

* Students may request to work in a group (up to 3) based upon their entrepreneurial intentions. Otherwise, students will work individually.

ASSIGNMENTS:
Entrepreneurial Reflection Assessment: Students will interview an entrepreneur / founder about their entrepreneurial journey and reflect on what they learn.

Case analyses and scenario planning: During the term, case studies and scenario exercises will be used to illustrate key concepts.

Pitch: Students will develop and deliver a compelling pitch presentation for their entrepreneurial venture. The pitch should be designed to captivate the audience and generate interest in their venture.

Business Plan: In this iterative assignment, students will develop a complete business plan. Throughout the term, the students will work on specific components of the business plan and will receive formative feedback to help them improve their final business plan.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due on the due date listed on eLearn. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.
*** Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:
https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.