



A M B R O S E

**BUS 390 – Entrepreneurship and New Ventures (3)
Winter 2012**

Class Schedule

Time: Wednesdays and Fridays from 1:00-2:15

Location: Room A2210

Moodle course link: <https://moodle.ambrose.edu/user/index.php?id=948>

Instructor Information

Instructor: Angie Redecopp, MBA, LLB, B.Ed
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Office hours: Fridays from 11:30-12:30 or by appointment

Course Description

This course is a study of the nature and background of entrepreneurship and the process involved, from idea to opportunity to new business venture. Students are expected to study the environment in which entrepreneurship flourishes from both the perspective of the entrepreneur and of the economic system. The generation of ideas and opportunities is discussed. Students will transform an opportunity into a formal business plan. The course concludes with an examination of the process of implementation of the business plan and the management of the new business.

Prerequisites: BUS 220 and BUS 280

Course Objectives:

By the end of this course you will understand:

- The nature and background of the entrepreneurial process
- How new opportunities are developed and fostered into viable businesses
- What options available for starting a business and how to analyze each one
- The business plan development process
- The unique strengths required for success in entrepreneurial endeavours and your assessment of your personal qualities in this area;

Required Textbooks:

Preparing Effective Business Plans: An Entrepreneurial Approach, Bruce Barringer, Pearson Education Inc., 2009.

Annual Editions: Entrepreneurship, 6th Edition, McGraw-Hill/Dushkin, 2010.

Course Requirements:

Summary

The following is a summary of all evaluation methods and relative weights for the course:

Evaluation Method	Weight	Date Due
Participation	10%	N/A
Readings/Journals	15%	As per sign-up
Business Plan Sections	40% (8% each)	See attached
Final Business Plan	25%	March 28, 2012
Business Plan Presentation	10%	April 4, 2012

Business Plan

Each student is required, as a member of a group or individually, to initiate and develop a business plan. This will require each group/individual to identify an area where an opportunity could exist, investigate the opportunity and prepare and present a business plan.

The business plan project will be due in stages. Periodic interviews/presentations with your professor will be required as part of this process. A formal oral presentation for each group/individual will be scheduled near the end of the semester. Outlines for each section of the report will be provided as the course progresses. Due dates for each section are included in the Course Outline. Any comments on the individual sections should be addressed and incorporated into the final report.

Where groups are used, each group member is required to participate in all aspects of the report including group interviews with the professor and in the oral presentations. Throughout the project and at the conclusion of the project, each participant will be required to submit a peer evaluation of the group. Where projects are done individually, individuals will still be expected to engage in peer review with other individuals. **Please note that the feasibility analysis section must be completed individually.**

Readings/Journal

Each student is also expected to engage in self-directed learning by reading a minimum of 20 articles (minimum of three from each of five sections, including the required readings) from the *Annual Editions* readings text and by keeping a written journal of their impressions, what they learned from the articles and how their learning can be applied to their future business endeavours. (Not a summary of the articles.) Each student will be required to share their thoughts on two articles with the class. Occasionally, additional journal entries may be required on other course subject matter. The journals will be handed in half-way through the course and at the end of the course.

Participation

Each student is also expected to regularly attend and actively participate in classroom discussions. Group discussions and analysis of course topics will be a key component of learning throughout the term. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to be effective in the business world. The ability and willingness to speak up in front of others is an important skill for students to develop. In addition, students may occasionally be required to complete take-away assignments prior to the next class that will assist in the learning and reinforcement of course material. If external circumstances or illness prevent you from attending

or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student's individual participation grade.

In-Class Use of Electronic Devices

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. The use of music players, earphones, cell phones, PDAs, or any other personal entertainment devices will not be allowed in this class at any time. Typically, laptop or notebook computers may be utilized only for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. internet browsing, playing games, watching videos, emailing, chatting, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to the student's course participation grade – 10% deduction for first instances; additional 20% deduction and loss of laptop use for the remainder of the semester for any repeat instances.

Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

Grading

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	
80% to 84%	B+	Good
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	Satisfactory
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	Failure

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade. Late assignments will typically receive a mark of 0.

Please note that final grades will be available on your student portal.

Important Dates for Registration, Withdrawal, and Course Auditing

January 22, 2012 is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

March 23, 2012 is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

Important Notes

Students are advised to retain this syllabus for their records.

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Student Handbook and Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a “Course Extension” from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the appropriate deadline (as listed in the Academic Calendar <http://www.ambrose.edu/publications/academiccalendar>). Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control.”

*Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else’s ideas, words, or work as one’s own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person’s ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from Ambrose. Students are expected to be familiar with the policy statements in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student’s permanent record. **We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course or immediate dismissal from Ambrose.***

Course changes, including adding or dropping a course, may be made during the Registration Revision period, as outlined in the Calendar of Events. All course changes must be recorded on a Registration form, available from the Office of the Registrar. Due to circumstances such as class size, prerequisites or academic policy, the submission of a Registration form does not guarantee that a course will be added or removed from a student’s registration. Students may change the designation of any class from credit to audit up to the date specified in the Calendar of Events, although students are not entitled to a tuition adjustment or refund after the Registration Revision period.

Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. Students intending to withdraw from some or all of their courses must submit a completed Registration form to the Registrar’s office. The dates by which students may voluntarily withdraw from a course without penalty are listed in the Calendar of Events. A grade of ‘W’ will be recorded on the student’s transcript for any withdrawals from courses made after the end of the Registration Revision period and before the Withdrawal Deadline (also listed in the Calendar of Events). ‘W’ grades are not included in grade point average calculations. A limit on the number

of courses from which Academic a student is permitted to withdraw may be imposed. Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

**BUS 390 – Entrepreneurship and New Ventures
Course Outline and Weekly Reading Schedule**

Date	Class Topics	Barringer Text	Annual Editions
Jan 11/13	Introduction Why Plan? Understanding Entrepreneurship	Chapter 1	Unit 1 (#2)
Jan 18/20	Coming up with Business Ideas Understanding Entrepreneurship (cont) Social Entrepreneurship	Chapter 2	Unit 1 (#6, 8) Unit 5 (#37, 38, 40)
Jan 25/27	Feasibility Analysis Launching a New Business Venture Biblical Entrepreneurship	Chapters 3, 4	Unit 2 (#11,12) <i>Nehemiah 1-6</i>
<i>The Annual Editions column below will be updated later in the term with the required readings.</i>			
Feb 1	Feasibility Analysis due		
Feb 1/3	Understanding your Environment <ul style="list-style-type: none"> • Industry Analysis • Market Analysis Launching a New Business Venture (cont)	Chapters 5, 6	Unit 2
Feb 8	Journals due		
Feb 8/10	Marketing Plan Managing the Business Venture	Chapter 7	Unit 4
Feb 10	Environmental Analysis due		
Feb 15/17	Company Structure Managing the Business Venture (cont)	Chapter 8	Unit 4
Feb 17	Marketing Plan due		
Feb 22/24	Winter Modules / Mid-Semester Break No regular classes		
Feb 29/ Mar 2	Operations Plan Special Issues – Global Entrepreneurs	Chapter 9	Unit 5
Mar 9	Operations Plan due		

Date	Class Topics	Barringer Text	Annual Editions
Mar 9 Mar 14	Financial Plan Mar 7 – Global Impact Day – no classes	Chapter 10	
Mar 16 Mar 21	Business Plan project work Mar 16 – Legacy Youth Conference		
Mar 21	Financial Plan due		
Mar 23 Mar 28	Obtaining Financing Presenting your Plan	Chapter 11	Unit 3
Mar 28	Final Report due		
Mar 30	Next Steps – Business Launch		
Apr 4 Apr 11	Presentations Apr 6 – Good Friday – Happy Easter!		
Apr 4 or 11	Journal due		

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance

Course Outline and Weekly Reading Schedule – last updated January 9, 2012.