
ENTREPRENEURSHIP

School of Business - Marketing and Management Studies

Course Number:
MGT 2232

Contribution to Program:
Core

Educators:
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Applicable Program:
Small and Medium Enterprise
Management Program

AAL: 1

Approval Date:
August 2006

Approved by:

Title: Chair

Course Hours:
64 Hours
64 Hours

Prerequisites:
None

Corequisites:
None

Approved for Academic Year:
2006-2007

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School of Business Web Site: <http://www.algonquincollege.com/business/>

COURSE DESCRIPTION

This course introduces students to the entrepreneurial skills needed to generate a creative and successful business start-up. To prepare students for business ownership, they will be required to put to practice entrepreneurial skills such as networking; mind mapping; mentoring; brainstorming; and positioning. Students will also learn how to identify business opportunities; profile the target customer; assess the competition; formulate promotional strategies; choose a location; identify legal concerns, develop a winning team; and investigate the pros and cons of buying a business and franchising.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p>This is a vocational course that supports the following vocational program standards:</p>	<p>This course contributes to your program by helping you to achieve the following essential employability skills:</p>
<ol style="list-style-type: none"> 1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 3. Develop customer-service strategies to meet the needs of internal and external customers. 5. Apply knowledge of the marketing function to the operation of an organization. 9. Take into account the interrelationship among the functional areas of a business. 10. Work effectively with co-workers, supervisors, and others. 11. Apply research skills to gather and interpret available information. 12. Apply creative problem-solving skills to address business problems and opportunities. 14. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment. 15. Recognize the economic, social, political, and cultural variables which impact on a business. 	<ol style="list-style-type: none"> 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. 4. Apply a systematic approach to solve problems. 5. Use a variety of thinking skills to anticipate and solve problems. 7. Analyze, evaluate and apply relevant information from a variety of sources. 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. 10. Manage the use of time and other resources to complete projects. 11. Take responsibility for one’s own actions, decisions, and consequences.

COURSE CURRICULUM

Course Learning Requirements/Embedded Knowledge and Skills

Course Learning Requirements	Knowledge and Skills
When you have earned credit for this course you will have demonstrated an ability to:	
1. Understand the importance and relevance of entrepreneurship in the establishment and operation of a small business.	<ul style="list-style-type: none"> • identify the personal and market reasons for starting a business • develop the entrepreneurial skills required to be a successful small business owner • develop the business skills required to be a successful small business owner • identify alternative options for getting started in business • identify the components of a business plan
2. Create, develop and grow a personal entrepreneurial network.	<ul style="list-style-type: none"> • identify primary and secondary sources of assistance • develop a contact list for a new venture evaluation • understand the process and importance of mentoring and networking
3. Develop creative solutions for business and personal opportunities.	<ul style="list-style-type: none"> • understand and apply the process of brainstorming • understand and apply the process of mind mapping • understand and apply positioning strategies
4. Identify market segments and gaps that will allow business opportunities to succeed.	<ul style="list-style-type: none"> • identify trends in Canada favouring small business start-ups • list the primary and secondary information necessary before starting a business • understand the opportunity selection process of market segmentation and gap analysis • explain the underlying process of marketing research

<p>5. Align personal vision and values with a business mission, goals and objectives.</p>	<ul style="list-style-type: none"> • understand the necessary personal qualities and attitudes required to deal with change and start a business • develop a process to mesh personal strengths and weakness with business opportunities • understand the process and rationale for developing mission and vision statements
<p>6. Identify the issues related to starting a business.</p>	<ul style="list-style-type: none"> • understand how to identify business opportunities • target customer analysis • competitive analysis and strategies • promotional strategies • location analysis • identify potential sources of financing • understand the legal forms of ownership • develop a winning team

2. Learning Resources

Required Text:

Small Business, An Entrepreneur’s Plan
By Ron Knowles
Fourth Canadian Edition
Thomson Nelson Learning

3. Teaching/Learning Methods¹

During this course you are likely to experience:

- Readings and lectures
- Group activities
- Online exercises and assignments
- Internet research
- Self-directed learning
- Business case studies
- Web cast videos

This is a hybrid course with 2 hours online instruction and 2 hours in-class.
The onus is on all students to continually complete their modules, exercises, and readings prior to class.

4. Learning Activities and Assessments

Samples of learning activities include:

- Summarizing lectures and reading assignments
- Mind mapping, networking and brainstorming for new ideas
- Case analysis, opportunity selection and decision making
- Primary, secondary and new eyes research
- Online exercises
- Case study analysis

5. Prior Learning Assessment

Evidence of learning achievement for PLA candidates will include:

- Portfolio approach
- Interview

6. Evaluation Breakdown

<i>Examination</i>	<i>Value</i>
Major assignments (2 x 10%)	20%
Case studies (2 x 5%)	10%
Mid-term test	25%
Final examination	25%
Participation*	20%
TOTAL	<u>100 %</u>

* **Please Note:** Class participation means that the student is not only attending class but also actively contributing in class discussions. This evaluation will also be based on student participation in completing tasks and assignments.

All written reports must be word processed and double-spaced on 8.5" x 11" paper. Students should retain a copy of all written reports. Reports are to be submitted on the due dates. Late submissions will not be accepted.

Academic conduct:

Plagiarism and academic misconduct are serious offences. For further details concerning academic conduct, please refer to the College policy in the Student Guide

Evaluation of faculty:

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities.

7. *Related Information*

Consultation

If a student is having difficulty with any part of this course, it is their responsibility to seek help. Please do not hesitate to do so.

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Students with disabilities

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Students, it is your responsibility to retain course outlines in your portfolio for possible future use to support applications for transfer of credit to other educational institutions. Your Portfolio should be updated with any new completed assignments, transcripts, reference letters and other pertinent information.

Software copyright

The Copyright Act has been updated to cover computer software. If the Police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are a fine not exceeding twenty five thousand dollars or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both."

Making a copy of a software package that you purchased for a use other than a backup copy is permissible if sanctioned in the licence agreement. Making a copy for any other purpose would make you liable for the above penalties.

8. Course Content and Schedule

Week	Content	Source
Week 1	Welcome and introduction	Blackboard
Week 2	Exploring your entrepreneurial options Hand out and discuss assignments # 1 and # 2	Text—Chapter 1 Online resources
Week 3	Spotting trends and opportunities	Text—Chapter 2 Online resources
Week 4	Positioning yourself as an entrepreneur for market opportunities Assignment #1 is due first class, week 4	Text—Chapter 3 Online resources
Week 5	Profiling your target customer. Discuss case study #1 Hand back and review Assignment #1	Text—Chapter 4 Online resources
Week 6	Learning from the competition	Text—Chapter 5 Online resources
Week 7	Case study due Mid-term review	Case Study #1: Value 5%
Week 8	Mid-term test—Chapters 1, 2, 3, 4 and 5 Return case study #1	Test Value: 25%
Week 9	Marketing strategies Hand back and review mid-term test	Text—Chapter 6 Online resources
Week 10	Locating your business. Discuss case study #2	Text—Chapter 7 Online resources
Week 11	Legal concerns Hand back and review Assignment #2	Text—Chapter 11 Online resources
Week 12	Building and managing a winning team	Text—Chapter 12 Online resources
Week 13	Buying a business or franchising Case study analysis Case study due	Case Study #2: Value 5% Text—Parts of Chapters 13/14 Online resources
Week 14	Final examination —Chapters 6, 7, 11, 12, 13/14 Return case study #2	Final Examination Value: 25%
Week 15	Review and wrap-up	
Week 16	Final examination week	