Business Administration

Course Number: **BUAD 293** Course Title: **ENTREPRENEURSHIP** Credits: Calendar Description: This course is an investigation into the role of the entrepreneur in business and economic development. The personality/character traits that are associated with the entrepreneurial spirit are examined. Students will identify business opportunities, develop a business plan for their own small business and pitch their venture idea to stakeholders who will evaluate its potential viability. Semester and Year: **WINTER 2023** Prerequisite(s): BUAD116, 123, 128 and 195 Corequisite(s): **BUAD 264** Prerequisite to: **BUAD 308** Final Exam: No Hours per week: Diploma, Marketing and Management Options - Required Students commencing their program on or after September 2014 **Graduation Requirement:** BBA, Tourism & Hospitality Management Specialty - Required Diploma, Tourism & Hospitality Management Option - Required Substitutable Courses: No

Special Notes:

Transfer Credit:



N/A

Professors

Mark Ziebarth Course Captain	250-762-5445 ext. 4994	K: B127	mziebarth@okanagan.bc.ca
Dan Allen	250-0762-5445 ext. 4378	K: B216H	dallen@okanagan.bc.ca
Aidan Cole	Email	K: E223	acole@okanagan.bc.ca
Ramit Kochhar	250-762-5445 ext. 3212	P: PE-C01	rkochhar@okanagan.bc.ca
Andrew Klingel	250-762-5445 ext. 2230	V: C327	aklingel@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- describe the process and mechanics of starting a business.
- explain the characteristics, abilities and attitudes that are associated with successful entrepreneurs.
- critique the viability of business opportunities that have been identified with an environmental scan.
- estimate the market and financial feasibility of venture ideas through an analysis of secondary research.
- create a business plan for a small business that includes plans for marketing, human resources, operations and financial feasibility.
- demonstrate good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.
- demonstrate presentation skills that grab the listener's attention, hold their interest and conclude strongly.

Course Objectives

This course will cover the following content:

- Business Trend Identification
- Target Customer Profiling
- Competitive Intelligence
- Product/Service Development
- Marketing (Promotion, Packaging and Pricing of Product/Service)
- Financial Analysis & Management
- Human Resource Management
- Team Presentations
- Legal & Risk Management Issues in Business

Course Schedule

Monday January 9th, First day of class	Date		Topic	Textbook		
Sebruary 21st thru 24th, Mid-semester study break (no classes) Friday April 7th and Monday April 10th, Statutory Holidays (no classes) Friday April 14th, Last day of class						
Week of Friday April 7th and Monday April 10th, Statutory Holidays (no classes) Friday April 14th, Last day of class 1	2022		Monday February 20 th , Statutory Holiday (no classes)			
Friday April 14th, Last day of class 1 Jan 9 ENTREPRENEURSHIP INTRODUCTION Course Overview Introduction to Entrepreneurship The Venture Idea - Identifying Opportunities 2 Jan. 16 IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch 3 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources CH 10						
1 Jan 9 ENTREPRENEURSHIP INTRODUCTION Course Overview Introduction to Entrepreneurship The Venture Idea - Identifying Opportunities 2 Jan. 16 IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch 3 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management Securing Financing The Management Team CH 12 CH 12 CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	We	eek of				
Course Overview Introduction to Entrepreneurship The Venture Idea - Identifying Opportunities IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch IDEA GENERATION The Venture Idea - Identifying Opportunities Tutorial IDEA GENERATION The Venture Idea - Identifying Opportunities IDEA GENERATION IDENTIFY IDEA GENERATION INTUITION OF IDEA GENERATION INTUITION OF IDEA GENERATION IDENTIFY IDENT						
Introduction to Entrepreneurship The Venture Idea - Identifying Opportunities 2 Jan. 16 IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch 3 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	1	Jan 9		CTT 4		
The Venture Idea - Identifying Opportunities Jan. 16 DEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch Jan. 23 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project Feb 13 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management Mar 6 Securing Financing The Management Team CH 12 CH 12 CH 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections				-		
Jan. 16 IDEA GENERATION The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch				CH 2		
The Venture Idea - Identifying Opportunities continued Business Model Canvas, Pitch 3 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	2	T 16				
Business Model Canvas, Pitch 3 Jan. 23 Establish Groups Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	2	Jan. 16		CIT 2		
Jan. 23 Establish Groups Group Work Group Work Group Work Tutorial			, , ,	CH 3		
Group Work, Team Charter Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	2	I 22	·	Carrage Waste		
Business Idea Confirmation 4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	3	Jan. 23				
4 Jan. 30 Business Plan Overview, Business Plan Proposal Marketing Research 5 Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections			1	Tutoriai		
Marketing Research BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project	1	Ion 20		CU 15		
Feb 6 BUSINESS PLAN - MARKETING SECTION Target Customer, Competition Introduce and Launch Simulation Project Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	4	Jan. 50	•	CH 15		
Target Customer, Competition Introduce and Launch Simulation Project 6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	5	Fob 6				
Introduce and Launch Simulation Project Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 4, 5 & 6 CH 7 CH 7 CH 8 CH 9 Modle Resources CH 12 CH 11	3	1.60.0		CH 4 5 & 6		
6 Feb 13 Price & Promotion CH 4, 5 & 6 7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections				CII 4, 5 & 0		
7 Feb 20 No Classes/Mid-Semester Study Break 8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION	6	Feb 13		CH 4.5 & 6		
8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	U	10013	The conton	C11 4, 5 & 0		
8 Feb 27 BUSINESS PLAN - OPERATIONS SECTION Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	7	Feb 20	No Classes/Mid-Semester Study Break			
Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	_ ′	10020	140 Classes/Wild-Belliester Study Dreak			
Distribution & Location Legal Concerns Risk Management 9 Mar 6 Securing Financing The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections	Q	Feb 27	RUGINESS DI AN - OPEDATIONS SECTION	CH 7		
Legal Concerns Risk Management Mar 6 Securing Financing The Management Team CH 12 CH 11 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources How Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 10	O	16021				
Risk Management Securing Financing The Management Team CH 12 CH 11 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources How Business Plan - Financial Section Financial Information, Cashflow projections						
9 Mar 6 Securing Financing The Management Team CH 12 CH 11 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 12 CH 11				CII)		
The Management Team 10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 11 CH 11 CH 11	9	Mar 6	Č	CH 12		
10 Mar 13 Socially Responsible, Sustainable and Ethical Enterprise Moodle Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 10		IVILLI O				
Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 10						
Resources 11 Mar 20 BUSINESS PLAN - FINANCIAL SECTION Financial Information, Cashflow projections CH 10	10	Mar 13	Socially Responsible, Sustainable and Ethical Enterprise	Moodle		
Financial Information, Cashflow projections				Resources		
Financial Information, Cashflow projections	11	Mar 20	BUSINESS PLAN - FINANCIAL SECTION	CH 10		
12	12	•	1 J			

Page | 4