



MAST-136 – Entrepreneurship and Small Business Development

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2027-03-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course introduces the development, planning, marketing, financing and key success factors required to start new action sport, eco- and adventure tourism businesses. Students consider the opportunities, risks and issues specific to small business ventures during pre-startup, launch and initial growth. This course is designed to assist the student in developing a viable business model, then create a basic professional business plan, supported by research from primary and second sources. In addition to textbooks, the instructor uses case studies and multiple industry examples to illuminate courses concepts.

Program Information:

This course is required for MAST certificate completion.

Delivery Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	33
Seminar/Tutorials	
Laboratory/Studio	12
Practicum/Field Experience	

Co-op/Work Experience	
Other	
Total	45

Course Requisites:

None

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

A. Osterwalder & Y. Pigneur, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, John Wiley & Sons, Inc., 2010

Knowles, R., C. Castillo. *Small Business: An Entrepreneur's Plan*. 7th Edition. Nelson, 2014.

Cloutier, K. Ross. *The Business of Adventure: Developing a Business in Adventure Tourism*. Bhudak Consultants, 1997.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- understand business models, value propositions, pricing and profit margins in adventure tourism;
- be familiar with methods of financing new ventures, including types of equity and debt;
- recognize a balance sheet, statement of cash flows and profit and loss statements; appreciate that businesses operate within a regulatory framework;
- blend traditional marketing approaches with existing and emerging technologies;
- make an informed decision about the pros and cons of starting their own venture; and
- apply their understanding of entrepreneurship in employment situations.

Course Topics:

- Business Models
- Unique Competitive Advantages
- Basic Accounting Principles
- Pricing and Marketing Products, Services and Experiences
- Connecting with Customers
- Organizing a Business Venture
- Managing Risk
- The Basics of Financial Statements
- Developing a Written Business Plan

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Business Model Canvas	15%
Class Attendance & Participation	15%
Business Plan	35%
Five Minute Business Plan Pitch	15%
Final Exam	20%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A grade of “D” grants credit, but may not be sufficient as a prerequisite for sequential courses.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a “0” on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 136 to MAST 136

(September 2014)

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.

