



## MGMT-316 – Entrepreneurship and Small Business Management

### Business

**Effective Term & Year:** Fall 2022  
**Course Outline Review Date:** 2027-04-01

**Program Area:** Business Management

#### Description:

This course introduces the students to the basics of entrepreneurship and small business management. Students gain an understanding of how to establish and manage a small business. An essential part of the course is the students' development of research and analysis skills. The application of the knowledge is demonstrated by the student completing a business plan.

#### Program Information:

This course is required for the Business Management General Management Diploma, Marketing Diploma and the Tourism and Recreation Management programs. It may be an elective course for other college programs.

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	

Practicum/Field Experience	
Co-op/Work Experience	
Other	
<b>Total</b>	<b>45</b>

### Course Requisites:

- Complete all of the following
  - Earned a minimum grade of C- (55%) in at least 1 of the following:
    - ENGL100 – English Composition (3)
    - COMC101 – Technical and Professional Writing (3)
    - COMC110 – Communication for Hospitality Industry (3)
  - Complete 1 of the following
    - Earned a minimum grade of C- (55%) in at least 1 of the following:
      - ACCT261 – Introductory Financial Accounting 1 (3)
      - ACCT263 – Financial Accounting for Tourism Majors (3)
    - Completed or concurrently enrolled in at least 1 of the following:
      - ACCT261 – Introductory Financial Accounting 1 (3)
      - ACCT263 – Financial Accounting for Tourism Majors (3)
  - Complete 1 of the following
    - Earned a minimum grade of C- (55%) in each of the following:
      - MKTG281 – Principles of Marketing (3)
    - Completed or concurrently enrolled in:
      - MKTG281 – Principles of Marketing (3)

### 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.

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## 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:

Knowles, R. and Castillo, C., *Small Business – An Entrepreneur’s Plan*. 7th Enhanced Canadian Edition: Nelson Education, 2017

*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.*

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## Learning Outcomes:

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

### Knowledge

- demonstrate how business ideas come into being and how they can be tested for practicality;
- compare various start-up methods, including buying an existing business, franchising or taking over family firm;
- describe the various challenges of new business management, including marketing, financing, human resource management, expansion, cost management, etc.; and
- demonstrate that sustainability can be a real feature and a real selling point in a business.

### Comprehension

- compare various marketing strategies—How to reach customers;
- summarize the operational components of a business—How to organize the work;
- develop financial projections;
- create pro forma (forecast) cash flows, income statements and balance sheets;
- identify specific methods of featuring sustainability in the business idea, business management; and
- explain the short-term and long-term issues to deal with in running one’s own business, including the start-up methods, expansion, efficiency management and development of management skills.

### Application

- apply business start-up and feasibility assessment to a business proposal and business plan;

- apply sustainability principles to the formation and development of a business;
- apply marketing, HR and financing expertise to various sections of a business plan;
- apply various research methods and communication skills to the drafting of a business plan; and
- evaluate the choice between debt financing and equity financing.

### **Analysis**

- analyze how businesses can apply sustainability principles through their start-up and expansion process;
- analyze successful examples of how businesses have started up as environmentally-friendly and socially-responsible entities; and
- analyze how sustainability can be a positive contributing factor in the long-term profitability of businesses, with focus on triple-bottom-line.

### **Synthesis**

- combine business entrepreneurship, business start-up essentials, business management expertise, sustainability principles, primary and secondary research skills, and business communication techniques into the creation of a sustainable business plan.

### **Evaluation**

- evaluate the weight of environmental and social sustainability consideration in entrepreneurial decisions;
- assess the ideas and work of other group members and classmates;
- evaluate various parts of your business plan, especially the marketing plan and financial plan; and
- show that sustainability has been a major consideration in your plan and how it will contribute to your business performance.

### **Teamwork and Communication**

- participate in classroom discussions, presentations and online forums; and
- start and work on a business plan that targets on analyzing sustainable entrepreneurial decisions with your team members.

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### **Course Topics:**

- Starting a New Business
  - The Concept: What Business Will I Be In?
  - Feasibility: How Do I Know It Will work?
  - Marketing: How Will I Get Customers?
  - Operations: How Will I Organize the Work?
  - Finances: How Will I Manage the Money?

- Alternative Start-Up Methods
  - The Purchase Alternative: How Do I Buy (or Buy Into) an Existing Business?
  - The Franchise Alternative: How Do I Buy a Franchise?
  - The Family Firm Alternative: How Do I Take Over My Family’s Business?
- Small Business Management for the Long Term
  - Managing for Growth: How Can I Expand My Business?
  - Managing for Efficiency: How Will I Reduce Costs and Expenses?
  - Developing Entrepreneurship: How Can I Build and Apply My Skills?

*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
Unit Tests (3)	30%
Assignments (3 assignments @ 15% each)	45%
Business Plan	15%
Business Plan Presentation	10%
<b>Total</b>	<b>100%</b>

### Assessment Type: Online

Assessment Type	% of Total Grade
Unit Tests (3)	30%
Assignments (3 assignments @ 15% each)	45%
Business Plan	15%
Online Discussion	10%
<b>Total</b>	<b>100%</b>

## 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

**Evaluation Notes:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

### 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.

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### **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
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### **Equivalent Course(s) and Course Code Changes**

Prior Course Code: BUAD 136 >> MGMT 316

Date changed: June 2010

### **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.