



## MGMT-316 – Entrepreneurship and Small Business Management

### Business

**Effective Term & Year:** Fall 2025

**Course Outline Review Date:** 2030-04-01

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**Program Area:** Business Management

#### **Description:**

This course involves the planning, operating, and decision-making processes of being an entrepreneur. Students will apply theoretical concepts, hone practical skills, and gain insights into the dynamics of real-world business using discussion-based scenarios, simulations, presentations, and writing business documents. A formal business plan is the culmination of this course and engages student teams in the operation of a simulated small business that further develops their research, analytical, written, presentation, and decision-making skills.

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#### **Program Information:**

This course is required for the Business Management General Management Diploma, Marketing Diploma and the Tourism Management Diploma. It can be used as an elective in the Bachelor of Business Administration- Sustainable Business Practices and as a breadth requirement in other college programs.

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

### Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy 2.5.5 [Prior Learning Assessment and Recognition \(PLAR\)](#) or contact an education advisor for more information.

### Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please

see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment 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

Entrepreneur – Business Simulation Software – [interpretive.com](http://interpretive.com) or any suitable simulation software

*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:

- apply various research methods and communication skills to the drafting of a business plan;
  - apply marketing, HR, financing expertise and sustainability principles to the formation and development of a business;
  - develop financial projections by creating pro forma (forecast) cash flows, income statements and balance sheets;
  - describe the various challenges of new business management, including marketing, financing, human resource management, expansion and cost management;
  - demonstrate effective communication skills by presenting strategies, defending decisions, and negotiating within the simulated business environment;
  - demonstrate attributes of key leadership positions, such as CEO, Marketing Director, Operations Manager, and Finance Officer; and
  - refine teamwork skills by collaborating effectively with team members to meet shared objectives for the business.
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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?
- 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) and Online, or Hybrid

Assessment Type	% of Total Grade
Assignments (3 assignments @15% each)	45%
Business Plan	15%
Simulation	20%
Quizzes	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.

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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 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

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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.