



Entrepreneurship and Small Business Development – MAST 136

Mountain Adventure Skills Training Program

Course Outline

COURSE IMPLEMENTATION DATE: September 2014
OUTLINE EFFECTIVE DATE: September 2022
COURSE OUTLINE REVIEW DATE: March 2027

GENERAL COURSE 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: This course is delivered face-to-face.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	33
Seminars / Tutorials	
Laboratory / Studio Hours	12
Practicum / Field Experience Hours	
Other Contact Hours*	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

Sarah Osberg, BEd, MSc.

Signature

APPROVAL SIGNATURES:

Department Head
Erin Aasland Hall
E-mail: aaslandhall@cotr.bc.ca

Dean of Business and University Studies
Darrell Bethune
E-mail: bethune@cotr.bc.ca

Department Head Signature

Dean Signature

EDCO

Valid from: September 2022 – March 2027

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:**Prerequisites:** None**Corequisites:** None**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

 Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: BUAD 136 to MAST 136 (September 2014)

Textbooks and Required 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 <http://go.cotr.bc.ca/tuition/tCalc.asp> 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 ASSESSMENT (face-to-face delivery):

Assignments	% Of Total Grade
Business Model Canvas	15%
Class Attendance & Participation	15%
Business Plan	35%
Five Minute Business Plan Pitch	15%
Final Exam	<u>20%</u>
Total	100%

Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place. Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.