



## Entrepreneurship and Small Business Management – MGMT 316

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE: March 2002  
OUTLINE EFFECTIVE DATE: September 2019  
COURSE OUTLINE REVIEW DATE: April 2024

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#### GENERAL COURSE 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.

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**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.

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**Delivery:** This course is delivered face-to-face and online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
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:**

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Signature**APPROVAL SIGNATURES:**

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Dean Signature

EDCO

Valid from: September 2019 – April 2024

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Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:****Prerequisites:** A minimum grade of C- (55%) in ACCT 261 or ACCT 263; MKTG 281; and ENGL 100 or COMC 101.**Corequisites:** ACCT 261 or ACCT 263 and MKTG 281 may be taken as a corequisite.**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, Self-assessment, 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 ⇔⇔ MGMT 316**Date changed:** June 2010

## 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:

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

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.

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## LEARNING OUTCOMES:

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

### Knowledge

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

### Comprehension

- comprehend various marketing strategies—How to reach customers;
- comprehend 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;
- understand specific methods of featuring sustainability in the business idea, business management; and
- comprehend 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
- Decide if 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
- 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.*

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### EVALUATION AND ASSESSMENT (Face-to-Face Delivery):

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

## EVALUATION AND ASSESSMENT (Online Delivery):

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

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

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### EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

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.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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### 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

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.

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### ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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### 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.