

## COURSE OUTLINE

BUS 1177 - Entrepreneurship  
Winter 2022 Sections C01, C06

Lethbridge College inspires and facilitates learning and innovation to meet economic and social needs.

<b>Centre:</b> Business, Arts & Sciences	<b>Program:</b> Business Administration
<b>Instructor:</b> Alan Andron  Email: alan.andron@lethbridgecollege.ca  Phone: 403-317-3552 (Voice mail)	<b>Instructor Availability:</b> Office Hours:  Messages will be responded to within 2 days Monday-Friday between 9 am - 4 pm.
<b>Delivery Method:</b> Online   3 hours per week (45 hour total)	<b>Class Time &amp; Location:</b> View your personal class schedule (days, times, rooms) through Self-Service or on Canvas.
<b>Credits:</b> 3	<b>Pre-Requisites:</b> None <b>Co-Requisites:</b> None
<b>Open to Supplemental Exam:</b> No  <b>Research Component:</b> No	<b>Chair:</b> James Reimer <b>Associate Dean:</b> Marda Schindeler <b>Dean:</b> Dr. Kevin Smith <b>Main Program Contact:</b> 403-320-3213 <a href="mailto:business@lethbridgecollege.ca">business@lethbridgecollege.ca</a>

### Academic Calendar Description:

An interactive exploration of the concept of entrepreneurship and assessing one's suitability and capacity for it. Involves learning to differentiate between mere ideas and true entrepreneurial opportunities. Includes assessing the implementation of entrepreneurial endeavor and an exploration of the issues relating to new business start-up. Not available for supplemental. Instruction (3.0). Equivalent to: BUS-177.

**Course Outcomes:**

Upon successful completion of this course, the student will:

1. Explore, analyze, and explain the broad concept of entrepreneurship.
2. Identify and evaluate your capacity as an entrepreneur, and the process to become one.
3. Relying upon a feasibility framework, differentiate and articulate the difference between a mere idea and an entrepreneurial opportunity.
4. Assess a plan of implementation of entrepreneurial endeavor.

**Course Assessments:**

<b>Assessment (Assignment or Exam)</b>	<b>Value</b>	<b>Tentative Due Date</b>
Exam 1	25%	Week 8-9
Exam 2	25%	Week 15
In-class Case Studies	5% 5%	Week 1-12
In-Class Quizzes	10%	Week 1-12
Group Assignment & Presentation NOTE: Work is done on this throughout the whole term	20%	Week 13-14
Interview an Entrepreneur	10%	Week 5-6

A schedule with specific dates of assignments/exams and chapter readings is posted in Canvas. Any changes to the schedule will be announced in class and posted into Canvas

**Penalties/Notes about Late Assignments:**

Assignments submitted late will lose 15% per day. After four days, the assignment will be given a zero. Group case studies are to be done in-class on the date specified in accordance with directives found on Canvas. Students missing a group case will receive a grade of Zero on the assignment.

**Grading System:**

95-100%	A+	80-84%	B+	67-69%	C+	55-59%	D+
90-94%	A	75-79%	B	63-66%	C	50-54%	D
85-89%	A-	70-74%	B-	60-62%	C-	Below 50%	F

**Grading:**

Official final grades will be available on [Self Service](#). Grades posted in Canvas should be considered interim grades.

*Note:* Grade Point Average (GPA) is the standard average measure of performance. Term GPA is an average of the grade points earned in all classes for that term and determines academic standing from term to term. Maintaining the Term GPA required for your program allows for progression in your program. Program GPA is the average grade points earned in all courses required for your program. Successfully meeting the Program GPA required is one criterion for graduation eligibility. To learn more about GPA contact Career & Academic Advising.

**Program/Course Attendance Requirements (if applicable):**

Although there is no formal attendance policy or grade value directly available for attendance, much of the learning available through this course will come to those who actively participate in class activities. Some course material on which the student will be assessed is only available to the student in the classroom i.e. handouts and class exercises. Consequently, class attendance is highly recommended. \*All course material (text book, lectures, case studies, handouts, videos, books, guest speakers, etc.) are all considered eligible for inclusion on exams.

**General Course Expectations:**

The tentative schedule will be posted on Canvas. The student is required to check Canvas and their email often for course changes and updates. Classes will be held at our regularly scheduled class times throughout the term.

**Submission of Assignments:**

Please see the weekly course schedule for the course activities, posted on Canvas. All assignments are due before the specific due date. All details regarding each assignment and due dates are found on Canvas. The instructor urges students to backup their work. Computer malfunctions do not constitute justifiable excuses for late submissions. The student assumes considerable risk of lateness if they choose not to complete their work until just prior to submission deadlines. Technical emergencies just days before the due date do not constitute just cause for late submissions.

**Instructional Method:**

This course has Blended Learning Components that occur at various times throughout the semester. Students are expected to monitor the schedule and be responsible for adapting to any changes. There are many active discussions, group cases, experiential exercises, readings, videos, in-class exercises, technological training and assignments that students are expected to complete. This is a very 'hands-on' course. Participation is required.

**Required Text(s), Materials, and Technology:**

Good, W. S.; Mayhew, W.; Yap, R.; Ford, M. (2021). Building Your Dream: A Canadian Guide to Starting Your Own Business. 11th ed. Toronto, ON: McGraw-Hill Ryerson.

**(Optional)** Covey, S.R. (2004). The Seven Habits of Highly Effective People. New York: Simon & Schuster.

Note: Important Dates and Deadlines can be found on the Lethbridge College website.

## Student Resources

**Canvas:**

[Canvas](#) is the Learning Management System (LMS) used by Lethbridge College. All students at Lethbridge College have access to Canvas, where they will locate course resources such as course outlines, grades, course materials, Canvas Inbox, and learning activities. Canvas also has a mobile app.

**Lethbridge College Email:**

[Lethbridge College email](#) is the main source of communication outside your individual courses. Be sure to access this often to ensure you have the most up-to-date information from across the campus.

**Buchanan Library:**

Use the [Buchanan Library](#) in person or online to find research materials required for class assignments and to help you with your information needs. Access over 50 databases to find articles on almost any topic and use our online catalogue to find books, ebooks, videos, articles, and more. Our staff provides guidance on how to find the resources you require.

**Learning Café:**

Students are encouraged to access the [Learning Café](#) in the Buchanan Library for various free services, including academic tutoring support (online and face to face), APA documentation and study skills workshops, peer tutoring, and [online learning resources](#).

**Accessibility Services:**

Students requiring academic accommodation (e.g., extra time, separate space, etc.) must register with [Accessibility Services](#) to determine eligibility for and implementation of these supports. If you have further questions, please feel free to speak to your instructor or contact Accessibility Services for more information.

**Health and Shepell Counselling Services:**

Our [Health Services](#) health care team of registered nurses, doctors, and psychiatrists are here to provide services that positively influence your health and well-being. Shepell offers a variety of services to help you meet the challenges of achieving your personal,

professional, and academic potential. The primary form of support is personal counselling, which provides an opportunity to work collaboratively with a counsellor.

**Advising:**

[Academic advisors](#) are a great place to start if you aren't sure where to go for help. They are experts on college policies, procedures, program requirements, academic planning, and student supports, and they can help you at any point in your college experience.

**Full-class Testing Service**

This class does NOT use the full-class Testing Service

**Student Core Competencies:**

Every student has the opportunity to earn, track and share achievement in seven areas of competency through the Hive. The student Core Competencies allow students to share evidence of achievement in the areas of critical thinking, global citizenship, teamwork and collaboration, communication, career and personal development, innovation, and problem solving. Please see the student hive or [Student Core Competency](#) website for more information.

**Other Services:**

If you would like more information on the many services available to students, please check out the [Current Students](#) section of the Lethbridge College website

**Institutional Policies and Practices**

**Course Work Used as Examples:**

Should your instructor wish to use your work in future educational purposes, you will be asked to complete and sign a Student Release Form, authorizing both the instructor and/or the College to use your course work. This form, along with a copy of your work, is retained in the official copyright files located in the College's Intellectual Property Office. If you have any questions regarding Copyright and/or Intellectual Property, please contact the Intellectual Property Office.

**Retention of Assignments and Exams:**

Examinations/assignments will be retained by instructors to the end of the final grade appeal period. After the appropriate retention period, records will be destroyed in a secure manner. *Note:* Practicum course evaluations may be kept for a longer period of time. Please see the [Records Management policy](#) for more information.

**Student Rights and Code of Conduct:**

Academic Honesty is necessary for students to achieve excellence and for the preservation of the integrity and reputation of the course, the program, and of Lethbridge College as an institution. Lethbridge College supports and demands academic honesty in all academic learning activities.

Plagiarism is a serious offence and will be handled in accordance with Lethbridge College policy. The penalties for plagiarism vary in degrees but may result in expulsion from the Lethbridge College. For definitions of what is included as plagiarism and academic dishonesty, please view the [Student Rights and Code of Conduct policy](#).

**Recording of Classes:**

Audio/video recording is permitted *only* with the prior written consent of the instructor or if recording is part of an approved accommodation plan. Such a recording is for the personal use only of the student who has permission to record. Following the course all such recordings must be destroyed.

**Other Policies:**

Students should be aware of policies and procedures that may impact them directly. More information can be found on the Lethbridge [College Policies page](#).

**Important Notes about your Course Outline:**

Please retain a copy of this course outline for future reference. It can be useful in providing documentation for course transfer credit.

**Research Disclaimer:**

This course does not include any research activities that involve human participants.

**Other Program Contacts**

To contact the Dean or Associate Dean for the program, please contact the main program phone number on page 1 of this outline.