



BUS 390 *Entrepreneurship and New Ventures* (3 credit hours) Winter 2009

Class Schedule:

Tuesdays & Thursdays 8:15AM – 9:30PM

Class Location: Room A2141

Instructor Information:

David Adams, BBA, MBA, CA, CPA, CMA (Hon.)

Office: Room L2055

Office Phone: 410-2000 ext. 6912 Email Address: dadams@ambrose.edu

Course Description:

This course is a study of the nature and background of entrepreneurship and the process involved from idea to opportunity to new business venture. Students are expected to study the environment in which entrepreneurship flourishes from both the perspective of the entrepreneur and of the economic system. The generation of ideas and opportunities is discussed. Students will transform an opportunity into a formal business plan. The course concludes with an examination of the process of implementation of the business plan and the management of the new business.

Course Objectives:

By the end of this course you will understand:

- The nature and background of the entrepreneurial process;
- The unique strengths required for success in entrepreneurial endeavours and your assessment of your personal qualities in this area;
- The environment in which entrepreneurship flourishes;
- How new opportunities are developed and fostered into viable businesses;
- What options available for starting a business and how to analyze each one;
- The business plan development process

Required Textbooks:

Preparing Effective Business Plans: An Entrepreneurial Approach, Bruce Barringer, Pearson Education Inc., 2009.

Annual Editions: Entrepreneurship, 5th Edition, McGraw-Hill/Dushkin, 2006.

Course Requirements:

Each student is required, as a member of a group or individually, to initiate and develop a business plan portfolio. This will require each group/individual to identify an area where an opportunity could exist, investigate the opportunity and prepare and present a business plan.

Progress reports will be required at each stage of the business plan as the group/individual develops its portfolio. Periodic interviews/presentations with your professor will be required as part of this process. A formal oral presentation for each group will be scheduled near the end of the semester. Outlines for each section of the report will be provided as the course progresses. Due dates for each section are attached.

Each group member is required to participate in all aspects of the report including group interviews with the professor and in the oral presentations. Throughout the project and at the conclusion of the project, each participant will be required to submit a peer evaluation of the group.

Each student is also expected to engage in self-directed learning by reading a minimum of three articles from each of the four (4) sections of the *Annual Editions* readings text (12 articles total) and by keeping a written journal of their impressions and what they learned from the articles. (Not a summary of the articles.) Each student will be required to share their thoughts on two articles with the class. The journals will be handed in half-way through the course and at the end of the course.

Each student is also expected to regularly attend and actively participate in classroom discussions. The following is a summary of all evaluation methods and relative weights for the course:

Evaluation Method	Weight	Date
Participation	10%	N/A
Readings/Journals	12%	TBA
Presentation	13%	TBA
Business concept	5%	January 22, 2009
Section reports	32%	Various (see attached)
Final business plan	28%	April 2, 2009

Grading Scale:

The available letters for course grades are as follows:

<u>% Grade</u>	<u>Letter Grade</u>	<u>Description</u>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	Good
80% to 84%	B+	
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	

64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Other Information:

It is the responsibility of all students to become familiar with and adhere to the academic policies as stated in the current Student Handbook and Academic Calendar. In particular, students are to note academic regulation #34 - Academic Dishonesty.

Laptop Use Policy:

Because of the distractions caused by web surfing, email, and instant messaging during class time, the use of laptops in class is generally not permitted. If, however, a student wishes to use their laptop for the purpose of taking notes, its use will be permitted provided that a copy of the notes taken during that class are emailed to the professor at the end of that class. Any student using their laptop for purposes of web surfing, email or instant messaging during class will not be permitted to open their laptop in class for the remainder of the semester.

Business Plan Assignment:

The project will be graded for content, including professionalism and thoroughness of your research. It will also be graded for grammar and presentation. The formal presentation of the final project will also be considered. The following is a brief outline of the grading scheme:

Project content & grammar:	
- business concept/opportunity	5%
- sections (8 marks each)	32%
- final project	28%
Presentation	13%

The project will be due in stages. You should complete the corresponding section by the dates indicated on the schedule below. Your sections will be reviewed (for content) and comments, including a grade, will be forwarded to you. Late or incomplete sections will result in significant penalties. You will address the comments by changing or adding to each section, incorporating these into your final report. A final printed copy of the business plan must be submitted by Thursday, April 2, 2009. Your final grade will be based on your final submitted report and the timeliness and content of your section reports.

In addition to the above, there will be regularly scheduled interviews with the group to assess your progress and to assess individual member's knowledge and contribution to the process. Peer evaluations will also be completed during and at the end of the course.

The schedule for the business plan project is as follows:

<u>Date</u>	<u>Section(s) Due</u>
Jan 22	Business Concept/Opportunity
Jan 29	Environmental plan
Feb 12	Marketing Plan
Mar 5	Operations Plan
Mar 19	Financial Plan
Apr 2	Final Report Due
Apr 7 - 14	Presentations