

BUSINESS - ENTREPRENEURSHIP

Program Outline

Major:	BENT
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

This program is intended for students who wish to develop a strong educational and experiential base in business. Students will acquire skills in acquisitions analysis; market research; selling; financial analysis and planning; various computer applications and systems; human resource planning and management; in addition to integrating the whole area of business principles and practice in the way that an entrepreneur must understand them in order to successfully operate/manage a business.

This program is particularly appropriate for students whose goal is to enter a family business, start their own business, or enter employment in a small business. One of the key experiential outcomes is the research, development, and presentation of a complete Business Plan for a new enterprise.

Career Opportunities

Career opportunities are endless for entrepreneurs. However, if you decide to start off on a more traditional career path, with a foundation in entrepreneurship, you are prepared for key positions in private, public, or not-for-profit organizations. Potential roles include business owner, business operator, department supervisor, or business venture analyst.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- assess the nature and function of an entrepreneurial enterprise in the local business market;
- analyze the impact of local, national and global business environments on an organization, and specifically on the opportunity for a start-up enterprise;
- support the start-up of an entrepreneur-led enterprise through the use of solid business practices;
- utilize workplace and customer relationship management (CRM) practices in the development of a new business;
- develop sound business strategies applicable to an entrepreneur-led enterprise by effectively integrating business skills and knowledge from function areas such as: human resources; law; sales; marketing; finance; accounting; operations and information technology;
- enhance deliverables and provide research that will support the management of an entrepreneur-led enterprise by utilizing current and relevant information and communication technologies;
- identify, select and implement strategies to persuasively present a variety of business materials and messages in both written and oral formats;
- develop a business plan for potential funders, stakeholders, and for implementation by the entrepreneur;
- address business opportunities and challenges for entrepreneurs by selecting and utilizing creative problem-solving strategies;
- employ environmentally sustainable practices within the industry;
- integrate concepts of Social Entrepreneurship into a business plan for a new or existing venture.

The Program Progression:

Fall Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4

Fall		Winter		Fall		Winter
2013		2014		2014		2015

Winter Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4

Winter		Summer		Fall		Winter
2014		2014		2014		2015

Admission Requirements:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG4C, ENG4U); plus any Grade 11* or 12 College level Mathematics (MBF3C, MAP4C or MCT4C) or 11* or 12 University level Mathematics (MCF3M, MCV4U, MHF4U, MCB4U, MGA4U or MDM4U). (*Minimum of 60% in Grade 11 College or University level Mathematics MBF3C or MCF3M)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course and most credit mathematics courses taken at Georgian College
- College preparatory programs including those taken at Georgian College: Business Foundations*
- Equivalent courses in English and mathematics taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications and business, apprentice or technical mathematics*
- Mature student testing in English and mathematics that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses and most mathematics credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English and mathematics that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Graduation Requirements:

- 18 Mandatory Courses
- 2 Communications Courses
- 1 Optional Courses
- 3 General Education Courses

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

- ACCT1000 Financial Accounting Principles 1
- BUSI1001 Introduction to Organizational Behaviour
- BUSI1012 Introduction to Entrepreneurship
- BUSI1013 Entrepreneurship Opportunity Analysis
- BUSI2014 Business Planning
- BUSI2015 E-Commerce
- BUSI2016 Small Business Operations
- BUSI2017 Pitching the Plan
- BUSI2018 Innovation and Creativity in Entrepreneurial Practice
- COMP1003 Microcomputer Applications
- FNCE2012 Financing a Small Business
- LAWS1011 Entrepreneurship Legal Issues
- MATH1002 Mathematics of Finance
- MGMT2000 Production and Operations Management
- MGMT2001 Principles of Management
- MKTG1000 Introduction to Marketing

MKTG1001 Planning the Marketing Strategy
MKTG2013 Media Strategies for Entrepreneurs

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

Optional Courses

ACCT1002 Computerized Accounting
BUSI1002 Consumer Behaviour
BUSI2019 Intrapreneurship
BUSI2020 Aboriginal Small Business Management
BUSI3006 Investments
ECON1000 Microeconomics
ECON2000 Macroeconomics
ENTR1000 Social Entrepreneurship
ENTR1001 Student Teams for Entrepreneurship Projects
HURM1000 Human Resources Management Foundations
HURM1007 Recruitment and Selection
MGMT1000 Retail Management
MGMT2002 Project Management
MGMT2013 Human Aspects of Project Management
MGMT2021 Managing the Family Owned/Operated Business
MGMT2022 Management of Not-for-Profits and NGOs
MGMT2023 Aboriginal Small Business Management
MKTG1003 Personal Selling
MKTG2011 International Marketing

General Education Courses

To be selected from College list

Course Descriptions:

ACCT1000 Financial Accounting Principles 1 42.0 Hours

This introductory course in financial accounting covers the accounting cycle including preparation of financial statements for service and trading companies operating as single proprietorships. Also included are topics related to accounting for merchandising operations, accounting information systems, cash.

ACCT1002 Computerized Accounting 42.0 Hours

This course introduces students to a multi-module accounting software program designed for small to medium-size businesses. Students will use the software and their

knowledge of Generally Accepted Accounting Principles (GAAP) to create and maintain accounting records, including period end procedures and the creation of financial statements for sole proprietorships.

P- ACCT1000 Financial Accounting Principles 1 or P- ACCT1004 Introduction To Accounting or P- ACCT1011 Financial Accounting 1 (ODE)

BUSI1001 Introduction to Organizational Behaviour 42.0 Hours

Organizational Behaviour is an introductory course which teaches social science theory as applied to the business world. It provides rich insights about working people in all kinds of organizations and also suggests how people may be motivated to work together more productively.

BUSI1002 Consumer Behaviour 42.0 Hours

Consumer Behaviour deals with people in the marketplace. This course looks at approaches social scientists have taken when studying the consumer and the application of their findings in a business or organizational context. Topics include areas related to affect, cognition, behaviour and the environment.

BUSI1012 Introduction to Entrepreneurship 42.0 Hours

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.

BUSI1013 Entrepreneurship Opportunity Analysis 42.0 Hours

Students will analyze each of the major forces of change that create business opportunities for innovative entrepreneurs: technology, economic, ecological, cultural, demographic, competitive, and governmental. Then, in consultation with the instructor, students will conduct in-depth primary and secondary research utilizing a variety of sources to determine the viability of a specific business start-up opportunity that has been created as a result of one or more of these forces.

BUSI2014 Business Planning 42.0 Hours

This course will utilize the research and developmental work completed in earlier entrepreneurship courses in order to produce a comprehensive business plan – one that is ready for presentation to potential investors. The business plan will include detailed financial projections; a marketing plan; a human resources plan; and an operational plan.

While there are no prerequisites for this course, it is **STRONGLY** recommended that students successfully complete the following courses before enrolling in this course:

- ACCT1000 Financial Accounting Principles 1
- BUSI1013 Entrepreneurship Opportunity Analysis

- MKTG1001 Planning the Marketing Strategy

C- BUSI2017 Pitching the Plan and C- FNCE2012 Financing a Small Business

BUSI2015 E-Commerce 42.0 Hours

This course provides the tools, skills and understanding of technological concepts and issues surrounding the emergence of and future directions of electronic business practices, with a strong focus on electronic commerce initiatives. The student develops an understanding of the current business models, strategies and opportunities in electronic publishing, communication, distribution, collaboration, and online payment options. The focus is on innovative strategic thinking with respect to the use of these techniques in successful new business ventures.

BUSI2016 Small Business Operations 42.0 Hours

Developing a business plan, and securing the necessary financing for a new venture start-up, are keys to becoming an entrepreneur. However, it is equally important to understand how to successfully operate that enterprise on a day-to-day basis. This course will concentrate on operational issues, including; recruitment, selection, and training employees; computerized accounting; building and maintaining effective customer relationships; and delivery of the product/service. Students will have hands-on experience with accounting, POS, and CRM software programs.

BUSI2017 Pitching the Plan 42.0 Hours

Entrepreneurs must be able to stand in front of a group of people and overcome nerves to confidently and effectively inform/persuade venture capitalists of their business plan. This course will cover all aspects of the relationship selling process, as well as presentation skills. It will also provide the entrepreneur with practical ways to effectively "pitch" or "sell" their ideas to a variety of audiences, large or small, from potential investors to potential customers.

BUSI2018 Innovation and Creativity in Entrepreneurial Practice 42.0 Hours

Entrepreneurs are faced, daily, with a variety of problems in the finance, marketing, operations, and management areas. Working with existing and potential entrepreneurs, as part of the Henry Bernick Entrepreneurship Centre, this course exposes students to typical business problems. Students, in teams and with faculty supervision, will analyze these problems, and then present sound strategic or operational alternatives to the entrepreneur in order to overcome the problems.

BUSI2019 Intrapreneurship 42.0 Hours

This course addresses the emerging practice of "corporate entrepreneurship," also called "intrapreneurship," broadly defined as the application of entrepreneurial capabilities to the development of new ventures within an existing firm. In this course, intrapreneurship will be examined from the perspective of corporate strategy and relate intrapreneurship to other organizational functions. The course will examine

entrepreneurship for clues to the successful practice of intrapreneurship – how to apply the entrepreneurial mindset and skills within the corporate culture.

BUSI2020 Aboriginal Small Business Management 42.0 Hours

This course introduces students to the unique opportunities and challenges in the field of Aboriginal economic development. Students will examine the historical context for the contemporary Aboriginal Peoples' economic experience, and discuss the relationship between economic development and Aboriginal sovereignty. Students will also investigate the distinctive start-up issues (financial, cultural, staffing – to name a few) faced by Aboriginal entrepreneurs. Students will then explore and apply the unique management aspects of Aboriginal Peoples' businesses.

BUSI3006 Investments 42.0 Hours

This course provides you with an overview of the Canadian investment industry and the equity and debt products offered, including stocks, bonds, options and futures. You will develop an understanding of how investment vehicles are valued and the resulting returns and risks involved.

COMP1003 Microcomputer Applications 42.0 Hours

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

ECON1000 Microeconomics 42.0 Hours

This course provides an introduction to the principles and methods of economic analysis. The course examines how households and firms make economic decisions. It also analyzes the efficiency of scarce resource allocation under a range of market structures.

ECON2000 Macroeconomics 42.0 Hours

This course is designed to give students an understanding of how the overall economy operates and what economic indicators tell us about its health. The course explores government options for stabilizing the economy, and the impact of international trade. It is highly recommended that students take Microeconomics (ECON 1000 or equivalent) prior to taking this course.

ENTR1000 Social Entrepreneurship 42.0 Hours

Social Entrepreneurship (SE) is about creating and leading organizations that advance a social mission using the structures and market place of business.

This course offers a practical introduction to social entrepreneurship and involves entrepreneurship, innovation, society, and corporate social responsibility (CSR) issues. The course focuses on key concepts in the emerging field of social entrepreneurship in

Canada, including organizational learning, sustainability, philanthropy, commercialization, profit and nonprofit development.

ENTR1001 Student Teams for Entrepreneurship Projects 42.0 Hours

This course matches teams of business and entrepreneurship students with local small and medium enterprises (SMEs) to solve existing problems for these organizations. Students gain practical experience by applying their new knowledge, skills, and abilities while providing a significant benefit for a “real” client.

FNCE2012 Financing a Small Business 42.0 Hours

This course introduces the critical concepts and tools of financial management needed in support of applications for financing the start-up business. Emphasis is placed on understanding what is required by lenders and investors to support loan applications and improve the chances of securing financing for the new enterprise. This course helps the new owner properly manage the financial concerns of the business with pertinent data to assist in everyday financial decision making.

HURM1000 Human Resources Management Foundations 42.0 Hours

This course provides an understanding of the modern Canadian human resources function. It covers the historical development of human resources management, the influence of government, staffing, employee relations, current trends and future issues. It provides a brief introduction to more specialized areas including compensation, training and development, employment law, industrial relations, occupational health and safety, and human resources planning.

HURM1007 Recruitment and Selection 42.0 Hours

In a highly competitive business world, an organization's staff can determine whether a company profits or perishes. This course presents recruitment and selection as an essential component in recruitment planning. The role of recruitment and selection is examined in relation to an organization's overall profitability or viability. Through a blend of theory and application, the course introduces students to a wide range of issues, principles, practices and trends in recruitment and selection.

LAWS1011 Entrepreneurship Legal Issues 42.0 Hours

This course explores legal issues relating to business, employment and compensation appropriate to the specific interests of small business entrepreneurs with special emphasis on matters of current civil procedures to properly start up and successfully operate a business enterprise. Major topics include: business styles (sole proprietorship, partnership and incorporation), joint ventures; contract law; tort law and negligence; consumer law; sale of goods; taxes; personal property security; insurance law, patent and copyright law; privacy compliance; and relevant legislative acts of the province of Ontario with emphasis on matters of professional liability.

MATH1002 Mathematics of Finance 42.0 Hours

This introductory course is designed to develop a student's ability to perform basic mathematic operations and to apply mathematical techniques to a wide range of business problems. The mathematics of compound interest and annuities forms a major component of the course.

MGMT1000 Retail Management 42.0 Hours

This course will enable students to develop decision making skills related to retailing. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.

P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing

MGMT2000 Production and Operations Management 42.0 Hours

This course introduces students to concepts underlying effective operation and control of manufacturing and service businesses. Approaches to production control, inventory policy, facilities planning, methods improvement and technological assessment are studied.

MGMT2001 Principles of Management 42.0 Hours

This course provides you with an introduction to the various philosophies, roles and functions of management. In addition it will cover on going changes in business that have a direct effect on the role of management.

MGMT2002 Project Management 42.0 Hours

This course introduces the fundamental principles necessary for successful management of projects. Project planning, management and control techniques will be discussed and the application of computers in project management will be studied.

MGMT2013 Human Aspects of Project Management 42.0 Hours

The aim of this course is to stimulate your understanding of the basic needs, interpersonal interactions and group behaviour that are affected throughout the phases of a project. This course also emphasizes planning the communication of project information to different project stakeholders.

P- MGMT2012 Introduction to Project Management

MGMT2021 Managing the Family Owned/Operated Business 42.0 Hours

Family controlled enterprises are characterized by unique challenges that threaten their continuity and their distinct core competencies. Family businesses are also complex systems because of the interplay of three key components (the family; the management; and the ownership structure). This course provides an overview of the importance of family firms to local communities and the national economy. It will explore and analyze family business best management practices, continuity (succession) challenges, and inter-family dynamics challenges.

MGMT2022 Management of Not-for-Profits and NGOs 42.0 Hours

Non-profit organizations make a significant contribution to our communities and to our economy. This course will explore the special considerations, challenges, and opportunities within the not-for-profit and non-governmental agency (NGO) sector. The course will examine program planning and assessment principles currently used in the non-profit sector. The course will also address key aspects of practice such as board development, strategic planning, lobbying, marketing, fundraising, volunteer management, financial management, risk management, and compensation and benefits.

MGMT2023 Aboriginal Small Business Management 42.0 Hours

This course introduces students to the unique opportunities and challenges in the field of Aboriginal economic development. Students will examine the historical context for the contemporary Aboriginal Peoples' economic experience, and discuss the relationship between economic development and Aboriginal sovereignty. Students will also investigate the distinctive start-up issues (financial, cultural, staffing - to name a few) faced by Aboriginal entrepreneurs. Students will then explore and apply the unique management aspects of Aboriginal Peoples' businesses.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

MKTG1001 Planning the Marketing Strategy 42.0 Hours

This course involves the elements that a company controls and uses to put together as its Marketing Program. These four controllable elements are Product, Place, Price, and Promotion. Planning the Marketing Strategy provides an understanding of the growing interest in customer value. This interest is incorporated in designing a successful marketing plan in a consumer-oriented society.

P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing or P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1009 Marketing 1 (ODE)

MKTG1003 Personal Selling 42.0 Hours

This course covers the basic concepts and practices of relationship selling. The focus is on a "how to" approach, which stresses learning by doing through examples, exercises and video taped role-playing of selling situations. The skills developed in this course are applicable in all aspects of life - course work, job search, career sales, idea presentation.

MKTG2011 International Marketing 42.0 Hours

This course is intended to broaden student appreciation of the challenges faced by companies doing business in international markets and the marketing tools available to make them successful. Areas of focus will include global cultures and environments, social, political and economic institutions, trade regulations and organizations, regional characteristics, and market assessment and market entry strategies.

P- MKTG1001 Planning the Marketing Strategy

MKTG2013 Media Strategies for Entrepreneurs 42.0 Hours

Media Strategies for Entrepreneurs focuses on the various elements of the marketing communications process aimed at launching and building a new business. The student will gain insights essential for marketing their entrepreneurial venture utilizing innovative and financially responsible marketing strategies. The role of print, broadcast, direct response, public relations and social media in the marketplace will be analyzed. Strategic selection and negotiation of media opportunities will also be discussed.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.