

BUSINESS - ENTREPRENEURSHIP

Program Outline

Major:	BENT
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2015-2016
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 2015	Winter 2016	Fall 2016	Winter 2017

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
Winter 2016	Summer 2016	Fall 2016	Winter 2017

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements:

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11* or 12 Mathematics (C, M, or U)

*Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details: www.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 unless otherwise stated on the course outline.

Mandatory Courses

ACCT1000 Financial Accounting Principles 1
BUSI1001 Introduction to Organizational Behaviour
BUSI2015 E-Commerce
COMP1003 Microcomputer Applications
ENTR1002 Introduction to Entrepreneurship
ENTR1003 Entrepreneurship Opportunity Analysis
ENTR2000 Business Planning
ENTR2001 Pitching the Plan
ENTR2002 Media Strategies for Entrepreneurs
ENTR2003 Small Business Operations
ENTR2004 Innovation and Creativity in Entrepreneurial Practice
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

Communications Courses

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

Optional Courses

To be selected from College list

General Education Courses

To be selected from College list

Course Descriptions:

ACCT1000 Financial Accounting Principles 1 42.0 Hours

This course provides the student with knowledge of basic accounting procedures and theory. Students are taught the steps of the accounting cycle that result in useful information for decision makers. Also included are adjusting entries, the preparation of financial statements, merchandising activities, and accounting information systems.

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.

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.

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.

ENTR1002 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.

ENTR1003 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.

ENTR2000 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

ENTR2001 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 persuasive speaking and 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.

ENTR2002 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.

ENTR2003 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.

ENTR2004 Innovation and Creativity in Entrepreneurial Practice 42.0 Hours

Entrepreneurs are faced, daily, with a variety of start-up problems in the finance, marketing, operations, and management areas. Working with existing and potential entrepreneurs, this course exposes students to typical implementation issues. Students, individually or 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.

P- BUSI2014 Business Planning or P- ENTR2000 Business Planning

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.

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.

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.

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)

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.