

BUSINESS - ENTREPRENEURSHIP

Program Outline

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|--------------------|-------------------------|
| Major: | BENT |
| Length: | 2 Years |
| Delivery: | 4 Semesters |
| Credential: | Ontario College Diploma |
| Effective: | 2017-2018 |
| Location: | Barrie |
| Start: | Fall (Barrie) |

Description

This program is intended for students who wish to develop a strong educational and experiential base in business. Students acquire skills in acquisitions analysis, market research, selling, networking, financial analysis and planning, various computer applications and systems, social entrepreneurship development, human resource planning and management. Students also develop skills to integrate the whole area of business principles and practices in order to successfully operate and 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 students decide to start off on a more traditional career path with a foundation in entrepreneurship, they are also 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:

- establish and manage a small business, including both family owned enterprises and franchises;
- ensure the preparation of tax forms and other legal documentation required in the management of a small business;
- apply bookkeeping and record-keeping procedures for a small business;
- apply credit management techniques both in acquisition and disbursement of various forms of credit;
- prepare sales forecasts and financial plans which are necessary to ensure the financial success of a small business;
- conduct marketing surveys, prepare promotional and advertising materials appropriate to a small business;
- develop merchandising and distribution strategies for small businesses;
- employ effective selling and consumer service techniques in the small business environment;
- apply hiring procedures which reflect labour laws, minimum wage and human rights legislation within a small business environment;
- operate a microcomputer and use business-related software;
- utilize environmentally sustainable practices.

The Program Progression:

Fall Intake - Barrie

| Sem 1 | Sem 2 | Sem 3 | Sem 4 |
|--------------|----------------|--------------|----------------|
| ----- | | | |
| Fall 2017 | Winter 2018 | Fall 2018 | Winter 2019 |

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 Course
- 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
- ENTR2002 Media Strategies for Entrepreneurs
- ENTR2003 Small Business Operations

ENTR2004 Innovation and Creativity in Entrepreneurial Practice
ENTR2015 Business Planning and Pitching the Plan
ENTR2016 Speaker's Corner
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 Course

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.

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.

P- MKTG1001 Planning the Marketing Strategy

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 or P- ENTR2015 Business Planning and Pitching the Plan

ENTR2015 Business Planning and Pitching the Plan 42.0 Hours

Students 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 includes detailed financial projections; a marketing plan; a human resources plan; and an operational plan. Students have multiple opportunities to present their business concepts to the class as well as local selected financial institutions.

ENTR2016 Speaker's Corner 42.0 Hours

Students connect with the real-world business community through networking as well as attending weekly seminars/workshops hosted by an array of entrepreneurs, financiers and government representatives at all three levels. Speaker's Corner provides an experiential connection with established entrepreneurs and organizations as well as current financial organizations that may support entrepreneurial business start-ups. Students also gain hands-on knowledge in regards to legal and governmental requirements for small business enterprises.

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.

P- ACCT1000 Financial Accounting Principles 1

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.