



# Course Syllabus

**Course title:** Entrepreneurship

**Class section:** BUS - 280 - 002

**Term:** 2025F

**Course credits:** 3

**Total hours:** 60

**Delivery method:** In-Person

## Territorial acknowledgment

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Camosun College respectfully acknowledges that our campuses are situated on the territories of the Lək'wəŋən (Songhees and Kosapsum) and W̱SÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

## Instructor details

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**Name:** Brian Feltham

**Email:** felthamb@camosun.ca

Office CBA 227

Office Hours: Schedule via E-mail

## Course description

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**Course Description:**

Students will explore commercial innovation and the venture creation process involved in developing new business opportunities, now or in the future. Students will study concepts associated with venture development opportunities, strategies and resources, practical skills of entrepreneurship; and insights into the attitudes and values that characterize successful entrepreneurial activity.

**Prerequisites:**

One of:

- C in English 12
- C in English 12 Camosun Alternative
- C in ENGL 130

**Co-requisites:**

**Pre or Co-requisites:**

**Equivalencies:**

- BUS 255

## **Learning outcomes**

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Upon successful completion of this course, the learner will be able to

1. Explain the attitudes and values that characterize successful entrepreneurial activity, including diverse, inclusive and Indigenous perspectives
2. Describe the role of sustainability in small business
3. Evaluate various types of venture opportunities
4. Conduct market research using the Internet and local resources and analyze information obtained
5. Explain entrepreneurial financial issues; marketing concepts; and legal and tax implications of various business entities
6. Produce Human Resource Management plans and Operations Management systems suitable for a new business
7. Develop and present a business plan suitable to an external funder

## **Course reading materials**

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**Title:** Canadian Entrepreneurship and Small Business Management, 12th

**Authors:** Balderson, D. W. & Mombourquette, P

**Publisher:** McGraw Hill Ryerson

**Publication Date:** 2023

**Edition:** 12th

**Required/Optional:** Required

## Course materials

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Other reading may be assigned as needed

## Course schedule

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Dates	Topic	Assigned Readings	Activities/Due Dates
1	Sept 3	Course Overview Intro to Entrepreneurship	Ch. 1	First Discussion!! Post Profile and Entrepreneurial Potential Results <b>Due Sunday 11:59pm</b>
2	Sept 8 Sept 10	Small Business Statistics Identifying and Evaluating a Business Opportunity	Ch 2 Ch 3	Respond to Discussion 1 <b>Due Sunday 11:59pm</b> Quiz Ch 2 and 3 <b>Due Sunday 11:59pm</b>
3	Sept 15 Sept 17	Elevator Pitch Organizing your Business	Ch 4	Individual Business Opportunity Report <b>Due Sunday 11:59pm</b>
4	Sept 22 and 24	Elevator Pitch and Team Forming Week		Team Business Idea and Contract <b>Due Sunday 11:59pm</b> Quiz Ch 4 <b>Due Sunday 11:59pm</b>
5	Sept 29	Environmental Scanning 101		

	Oct 1	Work on Environmental Scanning Assignment		
6	Oct 6	Other ways to start a business: Buying a Business or Franchising	Ch 5	Environmental Scan <b>Due Sunday 11:59pm</b>
	Oct 8	Thinking about the "Money"	Ch 6	Quiz Ch 5 & 6 <b>Due Sunday 11:59pm</b>
7	Oct 5	Marketing	Ch 7&8	Quiz Ch 7 <b>Due Sunday 11:59pm</b>
8	Oct 20	Even more Marketing		Marketing Discussion:Post 1 <b>Due Sunday 11:59pm</b>
	Oct 22	Teams to work on Marketing Discussion Post 1		Quiz Ch 8 <b>Due Sunday 11:59pm</b>
9	Oct 27 & 29	How to understand Financial Statements	Ch 9	Respond to Marketing Discussion <b>Due Sunday 11:59pm</b> Quiz Ch 9 <b>Due Sunday 11:59pm</b>
10	Nov 3	Operations Management	Ch 10	Quiz Ch 10&11 <b>Due Sunday 11:59pm</b>
	Nov 5	Human Resources	Ch 11	
11	Nov 10	Management and Team Advisors	Ch 12, 14, 14	Quiz Ch 12 <b>Due Sunday 11:59pm</b>
	Nov 12	Managing Growth and Closure		HR and Operations Discussion: Post 1 <b>Due Sunday 11:59pm</b>
12	Nov 17 & 19	Special Topics Week: Pitch Decks and Social Enterprise	TBA	Respond to HR and Operations Discussion <b>Due Sunday 11:59pm</b>
13	Nov 24 & 26	Teams to Work on Business Plan		
14	Dec 1 & 3	Business Plan Presentation		Business plan and PPT <b>Due Sunday 11:59pm</b>

## Assessment and evaluation

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Type	Description	Weight
Discussion	Discussion (First Discussion 5%, Second and Third @ 10% each	25
Group Project	Business Plan Presentation	5
Group Project	Business Plan: Environmental Scan	10
Group Project	Completed Business Plan	30
Group Project	Individual Business Opportunity and Pitch Assignment	15
Participation	Class Participatin	5
Quizzes and tests	Online Chapter Quizzes	10

## Course guidelines and expectations

Hours of banter, pages of writing, and thousands of dollars of research have been devoted to answering one of the most popular and elusive questions about entrepreneurship: "What Makes a Successful Entrepreneur?". Is it a personality trait? Can entrepreneurship be learned? Can it be taught? What kind of person does it require? Can anyone become this kind of person, or are certain people born for the entrepreneurial life? This course will provide an opportunity to discuss the answers to these questions.

The second, and major, focus of this course is on developing a Business Plan. People buy products and services to solve problems and if an existing solution is working, they will resist changing. Thus, the search for new opportunities should start with people who have problems that are not being solved to their satisfaction. If an idea solves a problem better than what is currently available, but people are satisfied with the current solution, they are unlikely to switch, *no matter how much better one thinks their alternative is*. This is human nature! However, if the old solution is not acceptable then one should develop a clear understanding of why a group of users finds the current solution unsuitable and determine what a better solution would look like. This indicates an opportunity worth investigating.

This is a demanding course, with a substantial project to complete. However, it can also be a lot of fun. Students are expected to read the assigned chapters each week. The project will be completed in small assignments that will be combined to ensure students' workload is not too time-consuming each week. Please be prepared to take part in the discussions and the team project, and ask questions!

Your attendance in class is expected.

## School or departmental information

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### ASSIGNMENTS & EXAMS

Assignment formatting. The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca/libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy.

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions unless arrangements have been made previously with the instructor. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

## Academic integrity acknowledgement

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When you registered you acknowledged the following:

As a Camosun student, I understand that I am responsible for upholding the standards outlined in the [Academic Integrity Policy](#), and commit to completing my coursework honestly, without cheating, plagiarizing, or getting unauthorized assistance.

I will also follow my instructors' guidelines regarding the use of artificial intelligence (AI) tools in my academic work.

I acknowledge that the Academic Integrity Policy explains the consequences of academic misconduct. These may include loss of marks, failing grades, or, in serious or repeated cases, suspension. If I violate the policy, my instructor may require me to complete a short online course on academic integrity.

Camosun College offers resources to help me understand and uphold academic integrity. The [Academic Integrity Online Guide](#) provides real-life examples, tips for avoiding misconduct, and strategies for completing work with integrity. If I'm ever unsure about what constitutes plagiarism, cheating, or other forms of academic misconduct, I will ask my instructor for clarification.

It is your responsibility to uphold these academic integrity standards.

## College policies and student responsibilities

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The college expects students to be responsible, respectful members of the college community. Responsible students meet expectations about attendance, assignments, deadlines, and appointments. They become familiar with academic policies and regulations, and their rights and responsibilities.

College policies are available online at the [Policies and Directives](#) page. Academic regulations are detailed on the [Academic Policies and Procedures for Students](#) page.

Policies all students should be familiar with include the [Academic Integrity Policy](#). This policy expects students to be honest and ethical in all aspects of their studies. It defines plagiarism, cheating, and other forms of academic dishonesty. Infractions of this policy can result in loss of marks or a failing grade. To learn more about plagiarism and cheating, including the use of artificial intelligence, review the [Academic Integrity Guide](#).

The [Academic Accommodations for Students with Disabilities Policy](#) defines how Camosun provides appropriate and reasonable academic accommodations. The Centre for Accessible Learning (CAL) coordinates academic accommodations. Students requiring academic accommodations should request and arrange accommodations through CAL. Contact CAL at least one month before classes start to ensure accommodations can be put in place in time. Accommodations for quizzes, tests, and exams must follow CAL's booking procedures and deadlines. More information is available on the [CAL website](#).

Students must meet the grading and promotion standards to progress academically. More information is available in the [Grading Policy](#).

The college uses two grading systems. A course will either use the standard letter grade system (A+ to F) or a competency-based approach with grades of complete, completed with distinction or not completed. Visit the [Grades/GPA page](#) for more information.

Students must meet the college's academic progress standards to continue their studies. A student is not meeting the standards of progress when a GPA falls below 2.0. The college offers academic supports for students at risk of not progressing. The [Academic Progress Policy](#) provides more details.

If you have a concern about a grade, contact your instructor as soon as possible. The process to request a review of grades is outlined in the [Grade Review and Appeals Policy](#).

The [Course Withdrawals Policy](#) outlines the college's requirements for withdrawing from a course. Consult the [current schedule](#) of deadlines for fees, course drop dates, and tuition refunds.

If students experience a serious health or personal issue, they may be eligible for a [medical or compassionate withdrawal](#). The [Medical/Compassionate Withdrawal Request Form](#) outlines what is required.

The [Acceptable Technology Use](#) policy ensures the use of the college network and computers contribute to a safe learning environment. This policy also applies to the use of personal devices with the college network.

Students experiencing sexual violence can get support from the Office of Student Support. This Office of Student support is a safe and private place to discuss supports and options. More information is available on the [sexual violence support and education site](#). Students can email [oss@camosun.ca](mailto:oss@camosun.ca) or phone 250-370-3046 or 250-370-3841.

The [Student Misconduct Policy](#) outlines the college's expectations of conduct. Students should behave to contribute to a positive, supportive, and safe learning environment.

The [Ombudsperson](#) provides an impartial, independent service to help students understand college policies.

## Services for students

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Successful students seek help and access college services. These services are recommended to make the most of your time at college.

### Services for Academic Success

- [Career Lab](#): Connects students with work-integrated learning experiences, including co-op placements and career fairs.
- [English, Math, and Science Help Centres](#): Get one-on-one help with homework.
- [Library](#): Get help with research, borrow materials, and access e-journals and e-books. Libraries at both campuses provide computers, individual and group study spaces.
- [Makerspace](#): A place to innovate, collaborate, and learn new skills and technology in a fun, dynamic, inclusive environment.
- [Writing Centre & Learning Skills](#): Get assistance with academic writing or meet with a learning skills specialist for help with time management, preparing for exams, and study skills.



## Enrolment, Registration, and Records

- [Academic Advising](#): Talk to an academic advisor for help with program planning.
- [Financial Aid and Awards](#): Learn about student loans, bursaries, awards, and scholarships.
- [Registration](#): Get information about Camosun systems, including myCamosun, and college policies and procedures.
- [Student Records](#): Get verification of enrolment to access funding, request a transcript, or credential.

## Wellness and Cultural Supports

- [Counselling](#): It's normal to feel overwhelmed or unsure of how to deal with life's challenges. The college's team of professional counsellors are available to support you to stay healthy. Counselling is free and available on both campuses. If you need urgent support after-hours, contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.
- [Centre for Indigenous Education and Community Connections](#): Provides cultural and academic supports for Indigenous students.
- [Camosun International](#): Provides cultural and academic supports for international students.
- [Fitness and Recreation](#): Free fitness centres are located at both campuses.

For a complete list of college services, see the [Student Services](#) page.

## Changes to this syllabus

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Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change the course content or schedule. When changes are necessary the instructor will give clear and timely notice.