



Faculty:	
Email:	
Faculty Availability:	
Program Coordinator:	

## COURSE OUTLINE ACADEMIC YEAR 20XX/20XX

<b>Course Title:</b> <Course Name >			
<b>Course Code:</b> XXXX 255	<b>Schedule Type Code:</b> LEC	<b>Credit Value:</b> Three (3)	<b>Class Hours:</b> XX hours
<b>Programs:</b> <Program Name>		<b>Pre-requisite(s):</b> XXXX152	<b>Co-requisite(s):</b> N/A
<b>Prerequisite for:</b> N/A			
<b>Restrictions:</b> N/A			
<b>Notes:</b>			

**Approved By:** The Business School

**Director, Continuing Education:** Debbie Johnston

**Signature:** \_\_\_\_\_ **Date:** Month, Day; Year

## Course Description

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## Learning Outcomes

Upon successful completion of this course, students will be able to:

1. <action verb; outcome; measure or limiting condition>
2. <action verb; outcome; measure or limiting condition>
3. <action verb; outcome; measure or limiting condition>
4. <action verb; outcome; measure or limiting condition>
5. <action verb; outcome; measure or limiting condition>
6. <action verb; outcome; measure or limiting condition>
7. <action verb; outcome; measure or limiting condition>
8. <action verb; outcome; measure or limiting condition>
9. <action verb; outcome; measure or limiting condition>

## Essential Employability Skills

Essential Employability Skills are transferable skills that provide the foundation for a student's academic, vocational, and personal success.

X	Communication	X	Critical Thinking & Problem Solving	X	Interpersonal
X	Numeracy	X	Information Management	X	Personal

## Learning Resources

### Required Resources:

(For example)

Skinner, J. (2015). *Business Plan, Business Reality: Starting and Managing Your Own Business In Canada* (4<sup>th</sup> Ed.). Toronto: Pearson Education Canada Inc. ISBN 9780133370263

### Supplemental Resources:

Handouts, Reference Websites, Textbook Website, Blackboard Course Site and Humber Libraries

## Copyright

Copyright is the exclusive legal right given to a creator to reproduce, publish, sell or distribute his/her work. All members of the Humber community are required to comply with Canadian copyright law which governs the reproduction, use and distribution of copyrighted materials. This means that the copying, use and distribution of copyright-protected materials, regardless of format, is subject to certain limits and restrictions. For example, photocopying or scanning an entire textbook is not allowed, nor is distributing a scanned book.

See the Humber Libraries website (<http://library.humber.ca>) for additional information regarding copyright and for details on allowable limits.

## Learning Delivery Format

The course will consist of assigned readings, lectures, discussion, independent research, and group case work and simulations. Scheduling for tests and assignments will be varied by the instructor.

## Course Content (Example)

UNIT	TOPIC(S)	ASSESSMENTS	RESOURCES
Business Plans	<ul style="list-style-type: none"> <li>Start-up issues</li> <li>Small business management</li> <li>Advisors and mentors</li> <li>Defining the business</li> </ul>	In-class cases and exercises	Skinner, J., Chapter 1
Legal Formation of a Business	<ul style="list-style-type: none"> <li>Sole proprietor</li> <li>Partnership</li> <li>Incorporation</li> <li>Other legal forms</li> </ul>	In-class cases and exercises	Business Registration Forms/Websites
Buying an Independent Business or a Franchise	<ul style="list-style-type: none"> <li>Assessing the firm</li> <li>Buying options</li> <li>Price determination</li> <li>Franchise types</li> <li>Legislation</li> <li>The franchise contract</li> </ul>	Cases and In-class exercises	Assigned websites
Feasibility Research	<ul style="list-style-type: none"> <li>Selecting a market target</li> <li>Data gathering</li> <li>Competition analysis</li> <li>Calculating market potential and forecasting sales</li> </ul>	In-class exercises	Skinner, J., Chapter 2
Risk Management	<ul style="list-style-type: none"> <li>Insurance</li> <li>Loss prevention</li> <li>Credit and collection</li> <li>Intellectual property</li> </ul>	Test 1 – 20%	Skinner, J., Chapter 2
Marketing Mix	<ul style="list-style-type: none"> <li>Pricing strategy</li> <li>Distribution strategy</li> <li>Promotion strategy</li> <li>Product strategy</li> <li>Customer service strategy</li> </ul>	In-class cases and exercises	Skinner, J., Chapter 3
Operations Management	<ul style="list-style-type: none"> <li>Managing space and equipment</li> <li>Managing processes</li> <li>Managing information Record keeping and software packages</li> </ul>	In-class cases and exercises	Skinner, J., Chapter 4
Managing People	<ul style="list-style-type: none"> <li>Work division</li> <li>Compensation</li> </ul>	In-class cases and exercises	Skinner, J., Chapter 4
Government Issues	<ul style="list-style-type: none"> <li>Licenses and permits</li> <li>Taxation</li> <li>Regulations</li> </ul>	In-class cases and exercises Test 2 – 20%	Skinner, J., Chapter 4
Financial Management	<ul style="list-style-type: none"> <li>Sources of finance</li> <li>Long-term funding</li> <li>Lease or buy decisions</li> <li>Tax planning</li> </ul>	In-class cases and exercises  Business Plan Assignment – 20%	Skinner, J., Chapter 5

UNIT	TOPIC(S)	ASSESSMENTS	RESOURCES
Financial Statements and Analysis	<ul style="list-style-type: none"> <li>• Profitability and expense management</li> <li>• Break-even analysis</li> <li>• Cash flow management</li> <li>• Financial ratios</li> </ul>	In-class cases and exercises	Skinner, J., Chapter 5
Managing for Efficiency	<ul style="list-style-type: none"> <li>• Customer retention</li> <li>• Customer service management</li> <li>• Employee productivity</li> <li>• Cost control</li> </ul>	In-class cases and exercises	Material
Social Entrepreneurship	<ul style="list-style-type: none"> <li>• Non-profit corporations</li> <li>• Co-operative enterprises</li> <li>• Mutual benefit societies</li> <li>• Knowledge Entrepreneurship</li> <li>• Small business and the Environment</li> </ul>	In-class review and exercises  Test 3 – 20%	Skinner, J., Chapter 11 (pg. 251-252 & 260-264) Assigned Websites

**Please note: this course schedule may change as resources and circumstances require.**

### Student Evaluations

Type of Assessment	%
Business plan (written)	XX
Assignments, exercises and case studies	XX
Tests (3 x 20%)	XX
	<b>100%</b>

### Course Specific Policies and Expectations

Provided in class where applicable.

### Diploma Students

In addition to meeting all program specific course and credit requirements, students must have a Cumulative Program Grade Point Average (CPGPA) of  $\geq 60$  in order to be eligible for graduation.

### Policies and Procedures

It is the student's responsibility to be aware of the College Academic Regulations which can be found on the following website: <http://www.humber.ca/admissions/academic-regulations>

**Academic Integrity**

Academic integrity is essentially honesty in all academic endeavours. Academic integrity requires that students avoid all forms of academic misconduct or dishonesty, including plagiarism, cheating on tests or exams or any misrepresentation of academic accomplishment.

**Research Activity**

This course has undergone ethical review by the Business School at Humber Institute of Technology and Advanced Learning. Information gathered for the purposes of this course does not involve collection of data from human subjects who are not enrolled in the course.

**Academic Concern/Appeals**

If a student has questions or concerns regarding a grade on an assignment or test, the student should discuss the matter with the faculty member. The Program Co-ordinator and/or the Associate Dean may be asked to assist if the faculty member and student are unable to resolve issues. For additional information please refer to Section 13 of College's Academic Complaint and Appeal Policy at the web site identified above.

**Prior Learning Assessment Recognition (PLAR)**

Course credits may be granted in recognition of prior learning, and that Application for Consideration is made through the Office of the Registrar at <http://registrar.humberc.on.ca/ride2011/doc/PLARApplication.pdf>

**Disability Services**

Humber seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Humber is dedicated to providing equal access to students with disabilities. The Disability Services staff are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations. If you require academic accommodations, contact:

**Disability Services:** <http://www.humber.ca/disabilityservices/>

**North Campus:** (416) 675-6622 X5180

**Lakeshore Campus:** (416) 675-6622 X3265

**Disclaimer**

While every effort is made by the professor/faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, college closure, technology/equipment problems or changes, etc.).