



Course Outline

Human Enterprise and Innovation
School of Business & Economics
ENTR 4750 - **3.00** - Academic

New Venture Creation

Rationale

Annual update of SOBE standard course outlines

Changed course description and requisites

Calendar Description

Students develop the skills, values, and attitudes needed for success as an entrepreneur whether starting a new venture from scratch, joining or acquiring an existing business, or creating a new venture inside a larger organization. The primary activity is the development of a comprehensive business plan. Topics include small business entrepreneurs; the business plan; entry modes into small business; writing the business plan; target market, market research, and marketing plan; raising capital and the financial viability of new ventures; operational issues; legal structures and human resource issues; and risk management.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Explore the entrepreneurial process and its role as a growth engine of national economies.

2. Review the entrepreneurial mindset, characteristics and ethics of entrepreneurs.
3. Apply creativity and structure when assessing business opportunities.
4. Develop new venture feasibility studies.
5. Conduct marketing research and develop marketing plans based on the research.
6. Prepare realistic financial projections for new ventures.
7. Discuss different ways of financing new ventures and the implications of each approach.
8. Analyze the legal issues relating to new ventures including selection of appropriate legal structures.
9. Examine risk analysis for new ventures.
10. Develop a risk management plan for new ventures.
11. Write and present an effective start-up business plan.

Prerequisites

MKTG 2430-Introduction to Marketing
or equivalent with a minimum C-
ENTR 3720-Small Business Finance or
equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

TMGT 4120-Developing New Tourism Enterprises
ENTR 4751-New Venture Creation BBUS
4750-New Venture Creation

BBUS 4751

Texts/Materials

Textbooks

1. **Required** Jerome A. Katz and Richard P. Green. *Entrepreneurial Small Business* McGraw-Hill

Student Evaluation

The Course grade is based on the following course evaluations.

Midterm 20-30%

Quizzes 0-20%

Case studies/assignments 0-20%

Class participation 0-10%

Business start-up plan 30-40% Final

exam 0-30%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

Course Topics

1. Small Business Entrepreneurs

- Mindset, characteristics, skills
- Competencies and ethics
- Creating a business from an opportunity
- Creativity and opportunity
- Idea generation and screening

Feasibility studies in new venture creation

2. The Business Plan

- Importance of planning
- Components of a business plan

3. Entry Modes into Small business

- Part-time or full-time entrepreneurship

4. The New Venture and it's Context

- Vision and mission
- Opportunity analysis and product and service selection
- Environmental and industry assessment
- Competitor analysis

5. Identifying the Target Market, Conducting Market Research, and Preparing a Marketing Plan

- Target market
- Conducting market research
- Developing marketing plan, positioning and branding

6. Raising Capital and the Financial Viability of New Ventures

- Start-up costs and options for financing new ventures
- Cash flow projections, balance sheet, income statement projections
- Developing pro forma budgets

7. Operational Issues

- Location
- Capacity planning

8. Legal Structures

- Different legal structures
- Registering new ventures in Canada
- Franchising and licensing

9. Human Resource Management

- Recruiting and selection
- Co-entrepreneurship

10. Risk Management

- Business risks
- Bankruptcy
- Exit plan

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 28-Oct-20