

Business Administration

Course Number: **BUAD 293**

Course Title: **ENTREPRENEURSHIP**

Credits: 3

Calendar Description: This course is an investigation into the role of the entrepreneur in business and economic development. The personality/character traits that are associated with the entrepreneurial spirit are examined. Students will identify business opportunities, develop a business plan for their own small business and pitch their venture idea to stakeholders who will evaluate its potential viability. *(also offered by Distance Education)*

Semester and Year: **FALL 2021**

Pre
requisite(s): BUAD 116, 123, 128 and 195

Corequisite(s): BUAD 264

Prerequisite to: BUAD 308

Final Exam: No

Hours per week: 3

Diploma, Marketing and Management Options –

Graduation Requirement:

Evaluation Procedure

Group Component:	
Business Plan Project	50%
Individual Component:	

Course Schedule

Date		Topic	Textbook/ Due Dates
2021 Week of:		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6	
Sept..	.6	COURSE OVERVIEW and ENTREPRENEURSHIP INTRODUCTION	CH 1 Moodle Resources
	13	IDEA GENERATION The Venture Idea - Identifying Opportunities	CH 2 & 3
	20	Idea Pitch, Group Formation	Moodle Resources
	27	Business Plan Overview Guest Presenter, OC Librarian – Research workshop	CH 15
Oct.	4	BUSINESS PLAN - MARKETING SECTION Target Customer, Competition	CH 4 & 5
	11	Price & Promotion	CH 6
	18	BUSINESS PLAN - OPERATIONS SECTION Distribution & Location The Management Team	GA 3 – Due Oct. 24
	25	Legal Concerns, Risk Management Socially Responsible, Sustainable and Ethical Enterprise	CH 8 & 9
Nov.	1	BUSINESS PLAN - FINANCIAL SECTION Securing Financing Elevator Pitch Competition	CH 10 & 11 Moodle Resources
	8	Financial Information, Start-Up	

