



ORIGINAL COURSE IMPLEMENTATION DATE:  
 REVISED COURSE IMPLEMENTATION DATE:  
 COURSE TO BE REVIEWED: (six years after UEC approval)  
 Course outline form version: 09/15/14

September 1998  
 January 2020  
 March 2025

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> AGRI 247		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Enterprise Project: Part I <b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Applied and Technical Studies		<b>Department (or program if no department):</b> Agriculture																	
<b>Calendar Description:</b> <p>Students will develop a complete business plan designed to obtain support from investors and lenders for an independent agricultural venture. Students, in consultation with faculty, will prepare a market analysis, determine organizational structure, outline operational objectives including a production plan, and prepare financial projections for the first year of operations.</p> <p>Note: Students are expected to complete AGRI 247 and AGRI 248 in the same academic year.</p>																			
<b>Prerequisites (or NONE):</b>		(C or better in AGRI 142 or BUS 100) and (CMNS 125 or equivalent).																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>		CMNS 251.																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: <b>AGRI 242A</b> Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1"> <tr> <td>Lecture hours</td> <td>15</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>30</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours: Student Directed Learning</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	15	Seminars/tutorials/workshops	30	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours: Student Directed Learning		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Rolf Arnold		<b>Date approved:</b> January 2019																	
<b>Faculty Council approval</b>		<b>Date approved:</b> January 10, 2019																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> February 22, 2019																	
<b>Dean/Associate VP:</b>		<b>Date approved:</b> January 10, 2019																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> March 1, 2019																	

**Learning Outcomes**

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

- Draft a business plan for the first year of operation for an agricultural enterprise.
- Conduct a preliminary review and assessment of market demand for the product or service being provided.
- Determine the resources required for the product or service being provided (infrastructure, location, human resources, licenses, distribution networks, etc.) and then assemble and structure the resources to successfully deliver the product or service.
- Describe the production plans/operational plans for an agri-business
- Describe and apply the basic principles used by investors and lenders to assess the viability and risk of agricultural business ventures.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Student directed research, expert guest speakers from industry, presentations, Blackboard

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☐

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.		<input type="checkbox"/>		
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)****Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	75%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other: Final Project	25%	Other:	%	Other:	%	Total:	100%

**Details (if necessary):**

Assignment 1 — Project Proposal (5%)  
 Assignment 2 — Market Analysis (10%)  
 Assignment 3 — Marketing Plan (15%)  
 Assignment 4 — Location Selection (10%)  
 Assignment 5 — Production Plan (15%)  
 Assignment 6 — Human Resources Plan (5%)  
 Assignment 7 — Industry Analysis (5%)  
 Assignment 8 — Financial Assumptions (10%)

**Typical Course Content and Topics**

- Goals and objectives of the agricultural business
- Agricultural business structures
- Market demand assessment and marketing plan
- Infrastructure needs assessment and assembly — business location, production requirements (land, building, equipment)
- Production methodology and tactics
- Human resource requirement — labour requirements, skill assessment, employee attraction, compensation, and retention
- Preparation of basic financial statements (balance sheet, Income statement, and cash flow statement)
- Financial assessment tools — financial ratios, sensitivity analysis, break even analysis