UNIVERSITY OF THE FRASER VALLEY

COURSE IMPLEMENTATION DATE:	Winter 1995
COURSE REVISED IMPLEMENTATION DATE:	September 2011
COURSE TO BE REVIEWED: (Six years after implementation date)	(MONTH YEAR format)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **Business Administration**

COURSE NAME/NUMBER	FORMER COURSE NUMBER	UFV CREDITS
BUS 227		**3**

New Business Development

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

A comprehensive course in how to establish a small business. Topics include buying a business, franchises, starting your own business, sources of financing, forms of business, determining location, and the management strategies of marketing, finance, production, inventory control and human resources This course concludes with the development of a business plan.

PREREQUISITES: **BUS 120, (BUS 160 OR CIS 110), (BUS 144 OR 145), BUS 149 (formerly BUS 162), BUS 100, CMNS 125**

COREQUISITES:

SYNONYMOUS COURSE(S)

(a) Replaces: _____ *(Course #)*

(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**30**	Hrs
Seminar:	**7**	Hrs
Laboratory:		Hrs
Field Experience:		Hrs
Student Directed Learning:		Hrs
Other (Specify): Case Studie	**8**	Hrs

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE: _____

HOURS PER DAY: _____

MAXIMUM ENROLLMENT:	**36**	
EXPECTED FREQUENCY OF COURSE OFFERINGS:	**Fall and Winter**	
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☐ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

AUTHORIZATION SIGNATURES:

Course Designer(s): _____

Chairperson: _____ *(Curriculum Committee)*

Department Head: _____ Mark Breedveld

Dean: _____ Rosetta Khalideen

PAC Approval in Principle Date: May 1, 2009

PAC Final Approval Date: February 25, 2011

BUS 227
COURSE NAME/NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

The primary purpose of this course is to provide you with an appreciation of the requirements for success in an entrepreneurial career and to give you some understanding of the dynamics of the new venture start-up and development process. Specially, the course objectives are:

1. **To assist you in assessing your entrepreneurial potential and understanding the important relationship between personal planning, level of commitment, and the creation of a new entrepreneurial venture.**
2. **To develop an understanding of the problems, environment, and opportunities that exist for promising new ventures in Canada.**
3. **to provide you with an appreciation of the importance of business planning in the creation and establishment of new business ventures and an understanding of the essential components of a successful business plan.**
4. **To enable you to understand how a new business venture can grow from a single original concept into a high-growth operation.**

METHODS:

Lecture, Seminar, Case Studies

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check :) ☒ Yes ☐ No

METHODS OF OBTAINING PLAR:

With portfolio

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]
Canadian entrepreneurship and Small Business Management, D. Wesley Balderson; published by Irwin 1994.

SUPPLIES / MATERIALS:

STUDENT EVALUATION: [An example of student evaluation for this course might be:]

In Term Exams	**25%**
Business Plan	**35%**
Final Exam	**40%**
Total	**100%**

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]

Role of Small Business in Canada
The Small business Decision
Evaluation of a Business Opportunity
Organizing a Business
Buying a Business
Franchising
Financing the Small business
Marketing Management
Financial Management
Operations Management
Personnel Management
Tax Management
Managing Growth