



ORIGINAL COURSE IMPLEMENTATION DATE: September 1998  
 REVISED COURSE IMPLEMENTATION DATE: September 2026  
 COURSE TO BE REVIEWED (six years after UEC approval): April 2032  
 Course outline form version: 29/08/2024

## 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:</b> Enterprise Project: Part I													
<b>Faculty:</b> Faculty of Science		<b>Department/School:</b> Agriculture Technology											
<b>Calendar Description:</b> Students will develop research to support a complete business plan designed to obtain support from investors and lenders for an independent agricultural venture. In consultation with faculty, students 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. Emphasizes a learning-community model in which producers, lenders, and community mentors share knowledge and stories alongside structured research and planning work.  Note: Students are expected to complete AGRI 247 and AGRI 248 in the same academic year.													
<b>Prerequisites (or NONE):</b>		(AGRI 142 or BUS 100) and (CMNS 125 or ENGL 105).											
<b>Corequisites (if applicable, or NONE):</b>		None.											
<b>Pre/corequisites (if applicable, or NONE):</b>		None.											
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: <b>AGRI 242A</b> Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>36</b>											
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">15</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">30</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>45</b></td> </tr> </table>		Lecture/seminar	15	Tutorials/workshops	30					<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
Lecture/seminar	15												
Tutorials/workshops	30												
<b>Total hours</b>	<b>45</b>												
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <b>No</b>		<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>No</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>											
<b>Department approval</b>		<b>Date of meeting:</b>	December 2, 2025										
<b>Faculty Council approval</b>		<b>Date of meeting:</b>	January 9, 2026										
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b>	April 24, 2026										

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Conduct research that supports a business plan for the first year of operation for an agricultural enterprise.
2. Conduct a preliminary review and assessment of market demand for the product or service being provided.
3. Determine the resources required for the product or service being provided (infrastructure, location, human (resources, licenses, distribution networks, etc.).
4. Describe the production plans/operational plans for an agri-business.
5. Apply the basic principles used by investors and lenders to assess the viability and risk of agricultural-business ventures.
6. Assess the implications of enterprise decisions, including land use, production methods, labour, and marketing, through perspectives that include Indigenous knowledge systems, reciprocity with land and community, and responsibilities to future generations.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Assignments:	75%	%	%
Project:	25%	%	%

**Details:**

Assignments: project proposal (5%), market analysis (10%), marketing plan (15%), location selection (10%), production plan (15%), human resources plan (5%), industry analysis (5%), financial statements (10%)

Final project: vision board presentation

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

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Student directed research, expert guest speakers from industry, presentations, Brightspace readings

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Online resource	BC Ministry of Agriculture and Food	New Farm Start-Up	Current
2. Online resource	BC Ministry of Agriculture and Food	Indigenous Food Systems: Tools and Resources	Current
3.			
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)***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