



ORIGINAL COURSE IMPLEMENTATION DATE: September 2008  
 REVISED COURSE IMPLEMENTATION DATE: September 2026  
 COURSE TO BE REVIEWED (six years after UEC approval): April 2029  
 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 248	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>										
<b>Course Full Title:</b> Enterprise Project: Part II <b>Course Short Title:</b> Enterprise Project: Part II											
<b>Faculty:</b> Faculty of Science	<b>Department/School:</b> Agriculture Technology										
<b>Calendar Description:</b> Students will stress test their financials for agribusiness operations developed in AGRI 247, and complete financial projections for years two to five. Marketing plans, including social media strategy, will be finalized. Students will compile their revised background research and information into their business plan, and present the business plan to the class and a panel of external agricultural mentors.  Note: Students are expected to complete AGRI 247 and AGRI 248 in the same academic year.											
<b>Prerequisites (or NONE):</b>	C or better in AGRI 247.										
<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 242B</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 23, 2026										
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> March 27, 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. Complete Income statement projections for years two to five.
2. Stress test income statement and cash flow projections in multiple areas.
3. Develop a marketing plan that includes a social media strategy.
4. Compile production plan, market research, marketing plan, human resources plan, operations, troubleshooting and financial planning and risk assessment into a single business plan.
5. Deliver a presentation on the business plan.
6. Revise business plans based on stakeholder feedback..

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

Assignments:	45%	Project:	55%	%
	%		%	%

**Details:**

Assignments include:

1. Financial projections and stress test (15%)
2. Marketing plan (15%)
3. Oral presentation (10%)
4. Written reflection (5%)

Project is a written business plan consisting of sections on the production plan, market research, marketing plan, human resources plan, operations, troubleshooting, financial planning, and risk assessment.

**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.)*

Lectures, case studies, presentations, guest speakers.

**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	Running an agrifood or farm business	Current
2.			
3.			
4.			
5.			

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

- Developing sensitivity analysis, risk mitigation strategies, and marketing plan
- Complete a detailed written business plan prepared in a professional business format
- Prepare and deliver a professional PowerPoint presentation outlining the venture and identifying the key success and risk factors
- Presentation to an outside expert panel