

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:

Course Schedule

| Date | | Topic | Textbook/ Due Dates |
|-----------------|----|---|--|
| 2021 | | 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 | |
| Week of: | | | |
| 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 fu19992as/F8 11u19 | |

