



***SCHOOL OF BUSINESS & CREATIVE DESIGN***

**Business & Business Administration Department**

**Course Outline - Winter 2014**

**BUS 6003**

*Prepared by: Y.L. Clarke*

*Revised by: J.Milos/R. Dawson*

*APPROVED BY: Yvonne Clarke, Coordinator*

*Prerequisites: MAN 1033 and ENG 3123*

*Corequisite: None*

*Prerequisite for: None*

**BUSINESS PROJECT**

*Date: January 2011*

*Date: January 2014*

## **1. Course Description**

This course has been designed to foster creativity, critical thinking, and problem solving skills of graduating Business Administration students. By using the entrepreneurial process, students will be exposed to a variety of team-building, meeting and project-planning activities that will improve their leadership and communication skills. Students will carry out a professional-quality business plan. By the end of term, each student will have a portfolio of work showcasing their business knowledge, skills and talents.

## **2. General Education and Essential Employability Skills**

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

**Is this course approved as a General Education course?**

☒ No      ☐ Yes

Students should refer to their program's restricted General Education courses for final determination.

## **3. Learning Outcomes**

Upon successful completion of the course, the learner will be able to:

1. Develop an understanding of the entrepreneurial process and explore strategies that improve business performance.
2. Conduct a market analysis for a new venture.
3. Develop a marketing strategy and create a marketing plan for a new venture.
4. Develop an operations plan.
5. Identify sources of capital and create a financial plan for a new venture.
6. Improve skills in written business communications and oral presentations.
7. Improve leadership skills and develop team-building and collaborative working skills.
8. Develop project-planning and meeting skills.
9. Develop creativity, critical thinking and problem-solving skills.

## 4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

### Unit 1 – Collaborative Learning

Learning Outcome  
Reference Number

- |     |   |         |
|-----|---|---------|
| 1.1 | Plan and organize team work.  | [1-9]   |
| 1.2 | Participate in leadership and support roles that contribute to team work  | [1-9]   |
| 1.3 | Use Gantt charts to manage project activities, deadlines and responsibilities.  | [8]     |
| 1.4 | Prepare professional agendas and minutes and conduct professional team meetings.  | [8]     |
| 1.5 | Identify and adapt to different personalities and work styles.  | [1,7-9] |
| 1.6 | Develop team building strategies to encourage and include all team members and their ideas and maintain a harmonious team atmosphere.   | [1,7-9] |
| 1.7 | Identify common problems of collaborative learning and identify strategies to deal with difficult communications and resolve conflicts. | [1,7-9] |

### Unit 2 – Professional Presentations

- |     |  |       |
|-----|--|-------|
| 2.1 | Identify the key content for a presentation.               | [6-9] |
| 2.2 | Structure a presentation appropriately.                    | [6-9] |
| 2.3 | Present material at an appropriate level for the audience. | [6-9] |
| 2.4 | Determine the timing of a presentation.                    | [6-9] |
| 2.5 | Understand the importance of practicing a presentation.    | [6-9] |
| 2.6 | Use visuals and demonstration materials.                   | [6-9] |
| 2.7 | Interact with the audience.                                | [6-9] |
| 2.8 | Identify the qualities of great presentations.             | [6-9] |

### Unit 3 – Business Concept and Marketing Strategy

- |     |  |         |
|-----|--|---------|
| 3.1 | Develop a workable business idea.  | [1-9]   |
| 3.2 | Describe the nature of the business and any important or unusual features of the business.   | [1-9]   |
| 3.3 | Prepare a profile the industry and target market and using secondary research, estimate the market potential for a product or service. | [1,2,3] |

- |      |   |           |
|------|---|-----------|
| 3.4  | Prepare a competitive analysis for the business.  | [1,2,3]   |
| 3.5  | Identify the competitive advantages of your business.   | [1,2,3]   |
| 3.6  | Describe the environmental conditions that affect a business and identify any special circumstances that may influence its survival.  | [1,2,3]   |
| 3.7  | Estimate the annual sales of the business.  | [1,2,3,5] |
| 3.8  | Determine and explain the appropriate location for the business, geographical trade area, and hours of operation.   | [1,2,3,4] |
| 3.9  | Create a menu of the company's products and services.   | [1,2,3]   |
| 3.10 | List the prices you will charge for your products and services, explain the pricing strategy and explain why it is appropriate for what the company is selling and whom it is selling to. | [1,2,3,5] |
| 3.11 | Prepare a communications campaign for the business and explain how the business will measure its effectiveness.   | [1,2,3]   |

#### **Unit 4 –Operations and Human Resources Strategy**

- |      |   |       |
|------|---|-------|
| 4.1  | Identify all equipment, furniture, vehicles or other fixed assets the business will require.  | [1,4] |
| 4.2  | Explain the systems for buying, ordering and storing products and supplies.   | [1,4] |
| 4.3  | Identify any sub-contractors or suppliers the business will use including any professional advisors such as accountants or lawyers.     | [1,4] |
| 4.4  | Briefly explain and/or chart the process that is used to complete a typical client or customer transaction including handling payments. | [1,4] |
| 4.5  | Explain any methods or systems for ensuring quality and handling customer complaints.   | [1,4] |
| 4.6  | Design an organizational chart.   | [1,4] |
| 4.7  | Identify employment positions, number of employees required and wage or salary rates.   | [1,4] |
| 4.8  | Identify any registration, licenses or permits that are required.   | [1,4] |
| 4.9  | Identify any professional groups or business associations that the entrepreneur belongs to and explain the reason for this membership.  | [1,4] |
| 4.10 | Describe any insurance policies a business should carry or protective measures the business should undertake.                           | [1,4] |

## Unit 5 – Financial Strategy

- |     |   |       |
|-----|---|-------|
| 5.1 | Prepare proforma income statements, cash flows and balance sheets for three years using Excel charts provided in class. | [1,5] |
| 5.2 | Determine the breakeven point for a business.   | [1,5] |
| 5.3 | Identify sources of financing the business may use and explain the collateral required.                                 | [1,5] |
| 5.4 | Describe any policies or procedures a business has in regards to extending credit.                                      | [1,5] |

## Unit 6 - Report Writing Skills

- |     |   |       |
|-----|---|-------|
| 6.1 | Prepare error-free written communications.                  | [6,9] |
| 6.2 | Write clearly and concisely in professional business style. | [6,9] |
| 6.3 | Reference and cite sources fully and correctly.             | [6,9] |

## 5. Resources and Supplies

### a. Required

English Department, Lambton College. (2013) *APA documentation guide: Setting up research papers*, (9<sup>th</sup> ed.). Sarnia, ON: Lambton College.

### b. Supplemental

Readings, support materials and assignments will be available on LION. Check LION daily.

## 6. Methodology (Teaching/Learning Methods)

This course does not follow the traditional classroom learning model. The role of the instructor is as a facilitator, coach and resource. Students work collaboratively, in teams, to develop a comprehensive business plan. Since the course takes place in the very last term of the Business Administration program, all students regardless of program specialization, have been exposed to the knowledge required to successfully complete the project. The project requires students to synthesize their prior learning and recognize the interdependence of all business decisions on an organization.

## 7. Student Evaluation

A grade of D is the passing grade for this course. Some programs, however, may require a higher grade in order to progress through and graduate from the program. Students should check the program requirements for their particular program. **Students must achieve a passing mark on each evaluation item of the course in order to receive a passing grade. Students who are removed from a team must withdraw from the course.**

The following elements will determine the student's final grade.

Evaluation Item	Value
Project 1	15%
Project 2	15%
Project 3	15%
Project 4	10%
Teamwork	15%
Project Planning	10%
Presentations	20%
<b>Total</b>	<b>100%</b>

### Missed Assignment Policy

**Attendance:** Students are expected to attend all classes and keep up to date. Attendance is critical in this course because the project and learning comes from the interaction of the students through team meetings and the guidance of the professor. If for some reason a student is not able to attend, it is expected that the student discuss the absence with the professor and their group prior to that day. Attendance is a part of the team evaluation process, so missed classes will adversely affect an individual's mark which could result in an "F" for the course.

**Participation:** Because this class is interactive and designed to improve collaborative and team-building skills, group evaluation of each member will be an important part in the grading of many projects. Members will grade each other on the quality of ideas offered and assistance given. Each student is expected to come to class prepared to participate in all activities and contribute positively in discussions.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

## 8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

## 9. Related Items

### ***Students with Disabilities***

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the SSD, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

### ***Student Rights and Responsibility Policy***

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website

### ***Prior Learning Assessment Statement***

This course is eligible for Prior Learning Assessment

☐

Yes

☒

No

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

### ***Date of Withdrawal without Academic Penalty***

Please consult the Academic Regulations and Registrar's published dates.

### ***Waiver of Responsibility***

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.