

Professors

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Learning Outcomes

Upon completion of this course students will be able to

recognize entrepreneurship as a means of engaging oneself in a challenging and rewarding career.

describe the process and mechanics of starting a business.

identify and explain the characteristics, abilities and attitudes that are associated with successful entrepreneurs.

generate and evaluate the viability of business opportunities and propose the skills and fortitude required to act upon these opportunities.

estimate the market and financial feasibility of venture ideas through the generation and analysis of secondary research.

demonstrate effective presentation, communication and interpersonal/team skills and persuasive professional selling skills.

recognize and value socially responsible practices and ethical principles and illustrate how the entrepreneur's actions impact the broader community and society.

organize, prepare and defend a business plan for a small business with specific emphasis on the marketing, human resources, operations and financial components of the plan.

Course Objectives

This course will cover the following content:

Business Trend Identification

Target Customer Profiling

Competitive Intelligence

Product/Service Development

Marketing (Promotion, Packaging and Pricing of Product/Service)

Financial Analysis & Management

Human Resource Management

Team Presentations

Legal & Risk Management Issues in Business

Course Schedule

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other