

Times/Dates: MW 4:00 – 5:15pm August 31- December 6
Location: ED 623
Course Site: <http://www.uregina.ca/urcourses/>

Instructor: Lee Elliott
Office Location: ED 524.5
E-mail: Lee.Elliott@uregina.ca
Office Hours: By Appointment

TECHNICAL REQUIREMENTS FOR ONLINE OPTION

This course requires a reliable internet connection, a computer, a webcam and a microphone to enable your participation in mandatory course discussions, assignments and/or exams. Use of a webcam is required to maintain academic integrity during this course.

Students must be able to take part in the class as required by use of Zoom.

- Go to <https://zoom.us/>
- Create a free account or participate as a guest if you prefer
- Join a meeting with your proper name
- Class “Zoom Room” is available at the top of UR Courses class site
- It is expected that you will attend class with your camera on.
- Exams will use the ProctorTrack System and will require you to have camera on

The minimum technical recommendations for both students and instructors are posted here:

<https://www.uregina.ca/remote-learning/index.html> If you have questions about technical requirements or your systems, please contact IT Support at IT.Support@uregina.ca or 306-585-4685

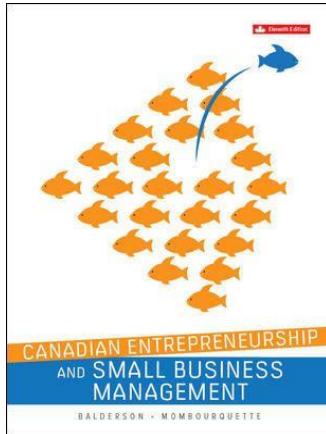
COURSE SUMMARY

This course allows students to gain an understanding of how to establish and manage a small enterprise. Topics include skills of successful entrepreneurs, recognizing opportunities, legal requirements, financial management, marketing, managing HR, franchising, and exit plans. Students will apply the knowledge in a comprehensive multi-period entrepreneurship simulation.

LEARNING OBJECTIVES

1. Discuss the importance of entrepreneurship and small business in Canada
2. Describe the considerations in deciding to start a small business
3. Explain how to evaluate a business opportunity
4. Discuss considerations in deciding whether to buy a business or a franchise
5. Determine appropriate small business financing and how to manage financial resources
6. Establish a marketing plan
7. Describe how to manage the marketing mix
8. Effectively manage small business operations
9. Illustrate effective HR management
10. Describe how to deal with common problems associated with managing a growing business
11. Discuss the critical considerations in transferring or closing a small business

RESOURCES



Required Readings

1. TEXT: Hard Copy or E-book

Canadian Entrepreneurship and Small Business Management, Wesley Balderson, Peter Mombourquette (2020, 11th Edition).

2. UR Courses: Visit **UR Courses class site** *before every class* to ensure you have updated information and any extra resources. Class assignments are handed in through Turnitin on the site.

3. Business Simulation : ENTREPRENEUR - Retail Entrepreneurship Simulation, Interpretive Simulations. All students must be enrolled.

ACADEMIC MISCONDUCT AND PLAGIARISM

This class contains no group work and mark is based on individual effort. You are not allowed to interact with other students on assignments, quizzes, or exams. We will discuss the material in class and public forums will be available for additional support. Please avoid actions that constitute academic misconduct including sharing answers to assignments and communicating with another person in any way during exams. As well, using someone else's words as your own includes omitting references, in-text citations, and quotation marks. If you are using someone's words or sharing their ideas, you must give them credit through proper citation, or it can be considered plagiarism. Incidences of plagiarism or academic misconduct will be referred to the Associate Dean – Undergraduate Program's office for investigation. Consequences may include a grade of zero on the assignment, a permanent note on a student's file, and even expulsion from the University for repeat offences.

Be sure you understand Section 6A –Student Code of Conduct and Right to Appeal, contained in the 2018-19 Academic Calendar. Ask your instructor if you have any doubts or questions about what constitutes misconduct. <https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/index.html>

GRADING

You must complete the required course work to be eligible to write the final exam. You are expected to finish **ALL** assigned work. You will receive a grade of zero for any missed work. There are no late assignments accepted for any reason.

As well, you may receive a final grade of **Incomplete** if any one of following conditions take place:

- If you do not complete the business simulation
- If you miss more than half of the quizzes and assignments
- If you miss the midterm exam
- If you miss more than 5 classes

Mark Distribution	Marks
1. Class participation	10%
2. Quizzes	20%
3. Midterm Exam	15%
4. Business Simulation Outcomes	15%
5. Business Simulation Report	10%
6. Final Exam	30%
TOTAL	100%

COURSE REQUIREMENTS

All submissions are submitted through Turnitin (on UR Courses) and must include your name in the file name and on the first page of the assignment. Submission can take some time so you should never submit later than 1 hour **before** time due. No late assignments will ever be accepted for any reason and will receive a grade of Zero. You are expected to have worked out all the technical issues on your own prior to the first assignment. All documents must be submitted in Microsoft WORD format. This is a requirement of admission to this course. You may review your document after you have submitted it and it has been processed (usually just a few minutes). You may also resubmit a document up to 5 times **before** the due date if you would like to make changes after your first submission.

Class Contribution

You will be given a mark out of 10 for class participation. This will include attendance in Zoom class on time with your camera on. Asking questions, making comments, and sharing real world experiences in class will add to your mark.

Business Simulation

Company Report

You will write a report on your experience with the business simulation, maximum 1500 words excluding title page, references, or appendices. Use 11 point font with 1.5 line spacing and APA format if necessary. Further details will be given in class.

Company Outcomes

Mark based on the performance of the company at the end of the simulation.

Exams:

There are two exams, each with questions in a variety of formats, which may include multiple choice, short answer, longer essay, and mini-cases. The exact format will be posted prior to the exam. If there are Guest speakers, content will be included in exams.

Midterm Exam

The first exam will cover all course material up to the date of the midterm. Please see the class schedule for the specific topics and chapters to be covered. Exam deferrals will be granted only in extraordinary circumstances and instructor must be notified PRIOR to exam time.

Final Exam

The final exam is comprehensive covering course content from the entire semester. Please note: You must write the final exam to pass the course; failure to write the final exam will earn a NP (not pass) on your course and will affect your grade point average.

The final exam can only be deferred in extraordinary circumstances and requires special permission from the Faculty of Business (306) 585-4724 or the Associate Dean – Undergraduate Programs. You must apply for deferral BEFORE the exam.

Case Briefs

Case brief structure will vary, and instructions will be given in the Unit as well as in some cases, INSIDE the Turnitin link. Simply click on the link and view the instructions. Case briefs are to be completed before the discussion class will be marked out of 2 or 3 marks based on effort, analysis, and structure. The expectations are for a thorough, well thought-out work, presented in a professional tone. Assignments will be marked based on effort, depth and breadth of analysis and structure. Marking keys will be provided in some cases. The following is an example of a marking key for a 3-mark case brief:

Effort	Maximum mark is two (2)
Minimal or no effort	Awarded a mark of zero
Some evidence of having read the case but poor effort	Awarded a mark of 1
Some effort / thought evident. Answered all parts of the assignment but limited breadth and/or depth of analysis.	Awarded a mark of 2
Significant effort/breadth and depth of analysis	Awarded a mark of 3

CLASS SCHEDULE

The schedule will change. Please check UR Courses for updates.

Date	Topic	Reading(s)
Aug 31	Course Overview	
Sept 5	Holiday - No Class	
Sept 7	Role of Small Business	Ch. 1
Sept 12/14	The Small Business Decision	Ch. 2
Sept 19/21	Simulation Start Up and practice Evaluation of a Business Opportunity	Simulation Manual Ch. 3
Sept 26/28	Organizing a Business Buying a Business and Franchising Incident #1 Discussion	Ch. 4 Ch. 5
Oct 3/5	Financing a Small Business	Ch. 6
Oct 10	Holiday - No Class	
Oct 12	Midterm Exam	
Oct 17/19	Marketing Management	Ch. 7
Oct 24/26	Marketing mix	Ch. 8
Nov 7/9	Winter Break - No Classes	
Nov 14/16	Financial Management	Ch. 9
Nov 21/23	HR Management	Ch. 11
Nov 28/30	Transfer of Business	Ch. 14
Dec 5	Course Wrap up and discussion of Final Exam	
Final Company Report Due before 11:00 p.m. on Wednesday, Dec 7		
Wed, Dec 14	Final Exam 2:00 pm	

SUPPORT SERVICES – RESEARCH, STUDYING & WRITING

Each business student is assigned a faculty academic program advisor, who is a great resource if you have any academic issues or questions. Other U of R services provided are:

- The **Student Success Centre** provides personalized guidance and support to students in achieving their university, professional development, and life goals.
<https://www.uregina.ca/student/ssc/>
- The **U of R Library** staff are always glad to help to students with research and assignments. Our business librarian, Kate Cushon is available to provide guidance on your E-Scan and term project. The library has a library guide (Kate's Libguide) designed for you on the UR Courses site or <http://uregina.libguides.com/cat.php?cid=21181>.
- **UR International** provides free academic and non-academic assistance (e.g., English language services, transition and adjustment to a new learning environment) to international students.
<https://www.uregina.ca/international/>

SPECIAL NEEDS

If you have a special accommodation need, please contact the Centre for Student Accessibility at (306) 585-4631, or e-mail: accessibility@uregina.ca. If you require an accommodation, please ensure the proper documents are provided by the Student Accessibility Office and discuss your needs with the instructor as early as possible.

<https://www.uregina.ca/student/accessibility/index.html>

HARASSMENT POLICY

The University of Regina promotes a learning, working and living environment that is respectful and free of harassment and discrimination. The University will neither tolerate nor condone any inappropriate or irresponsible conduct including any behavior, which creates an intimidating, hostile or offensive environment for study through the harassment of and /or discrimination towards an individual or group. The Respectful University Policy may be found at <https://www.uregina.ca/policy/browse-policy/policy-GOV-100-015.html>. Some situations that do not constitute harassment include, but are not limited to:

- The correction, grading, assessment or appropriate criticism of any student's academic efforts, even if they are adverse or if the student does not agree.
- Insistence on academic excellence or a reasonable quality of job performance.
- The free academic study, discussion and debate of controversial topics in an academic environment, including topics that may be offensive to groups or individuals.
- Practices required or permitted by law or contract; practices and procedures that are reasonable and bona fide in the circumstances.
- The statement of any opinion by a person who has been legitimately asked to state their opinion.
- Lively discussion of issues in the course of legitimate academic inquiry and scholarly research.
- Light-hearted banter and joking that is welcomed by the recipient(s).

If you have concerns about any conduct occurring in BUS 100, please discuss this with the instructor. You may also review the *Respectful University Policy Procedures (Revised 2017)* at www.uregina.ca or contact Coordinator, Respectful University Services at (306) 585-5400 or respect@uregina.ca.



Feeling Stressed? Always worried?

Some stress is normal when you're going to university but **1 in 5 students** will suffer from enough distress that they **would benefit from counselling**.

What can I do?

The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?

Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you've experienced a trauma like losing a family member or a close friend, or if you've recently ended a relationship.

If the feelings you're experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

Personal Counselling – This is a great option if you'd like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

Group Counselling – Simply put, you're not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can't afford counselling...

Seeking counselling doesn't have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don't know how to fix it?

URSU's Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals

