

Course Outline

Course Code, Number, and Title:

BUSM 1115: Entrepreneurship

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

A practical course, which introduces the relevant aspects of setting up a small business. These include basic accounting concepts, forms of legal ownership, basic market research, determination of marketing and personnel policies, budgeting, financing, purchasing, promotion, and pricing. Also explored are the personal characteristics of the successful entrepreneur.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Understand the excitement and fears of starting your own business and learn the numerous paths you can choose to develop your own business.
- Explore the various management responsibilities related to human resources, operations, and control of a small business.
- Build basic balance sheets and income statements and understand how they apply to business and the personal life of an entrepreneur.
- Understand how to develop strategies for launching products or services and effectively bringing them to the market.
- Describe various business structures and understand how they will impact your business and personal life.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws.

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Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: