



COURSE OUTLINE | WINTER 2016

BA 2910

Small Business Entrepreneurship

3(3-0-0) [45 hours]

Cibylla Rakestraw
C205

780-539-2873
780-512-5129

Mondays from 12:00 | 1:30 pm,
Fridays from 10:30 | 12:00 pm.
By appointment at other times
cfcb U X fcd]b VUg]ZINa ZYY.

crakestraw@gprc.ab.ca

The focus of this course is the establishment of small business enterprises and issues related to managing them. Managerial and strategic problems during the early years of business formation and growth are examined with emphasis on the entrepreneurial process, opportunity recognition, business planning, mobilizing resources and organization creation.

BA1110 and BA1090

Good, W., Mayhew, W. (2014) Building Your Dream: A Canadian Guide to Starting Your Own Business. Ninth Edition. McGraw-Hill Ryerson.

Students will also be required to obtain a tri-fold presentation board for the business plan trade show.

This is a 3 credit course with 3 hours of lecture per week. The course work includes lectures, guest presentations, class discussions, group work, and student presentations. You should study assigned readings before class and be prepared to discuss the material and apply your understanding in the classroom.

This course provides the foundation for

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student