

**Brief Program Description**

*This course will provide students with the essential principles, methods and skills of being an Entrepreneur. Particular attention will be given to the creation of a business plan for a new business venture and the presentation of the business plan to a panel of experts.*

**Career Occupation\*  
(if applicable)**

N/A

**Admission Requirements**

**Domestic Students:**

- *Completion of Grade 10 or equivalent or mature student status 18 years or older.*

**International Students:**

- *Completion of high school or equivalent or mature student status 18 years or older.*
- *English language proficiency established by one of the following: TOEFL (IBT) 64, IELTS 5, pass VGC admission test with minimum score of 70%, achieve VGC's level 5 ESL program, and/or complete VGC's admission interview.*

**Learning Objectives**

**Upon completion of this program the successful student will have reliably demonstrated the ability to:**

- *Summarize the essential core components of a typical business plan.*
- *Build a website specific to their business idea.*
- *Identify entrepreneurial opportunities and determine the feasibility.*
- *Select and describe marketing approaches for the entrepreneurial venture.*
- *Demonstrate basic financial statements for a business plan.*
- *Recall essential Human Resource methods and skills for the specific entrepreneurial venture.*
- *Describe social responsibility as part of the entrepreneurial venture.*
- *Explain operational processes for a specific entrepreneurial venture.*
- *Perform 1 to 2-minute elevator pitches.*
- *Propose and illustrate a new business venture via a final presentation.*

**Method(s) of Evaluation**

<i>Daily Presentation: 4 x 5%</i>	<i>20%</i>
<i>Participation: 10 x 2%</i>	<i>20%</i>
<i>Final Presentation: 1 x 40%</i>	<i>40%</i>

Attendance: 1 x 20%                      20%  
**TOTAL**    **100%**

**Completion Requirements**                      *Students must attend 80% of the course and have 70% on all assignments/projects to pass the course*

**Program Duration**                                      *37 hours, 2 weeks*

**Homework Hours**                                      *15 hours*

**Delivery Method(s)**                                      *Indicate how the program is delivered*  
 *In-class instruction*  
 *Distance education*  
 *Combined delivery (both in-class and distance)*

**Required course materials**                      *Numerous handouts at the discretion of the instructor. Digital distribution of the lecture notes and slides.*

**Program Organization**

*Titles of the subjects in this program in the order they are provided and the hours of instruction allotted to each.*

<b>Title of Course/Work Experience Component *</b>	<b># of Hours*</b>
How to identify opportunities and generate ideas	4
Feasibility analysis	4
Competitor analysis	4
Examining Various Business Models	4
Financing and Funding	4
Components of a Business Plan	4
Writing a Business Plan	4
Designing a Business	6
Presenting and Critiquing a Business Plan	3
<b>Total Hours</b>	<b>37</b>