

**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:**

- Complete high school.
- Pass an admissions interview.

**International Students:**

- Complete high school or be a mature student of 18 years and older.
- Reach an IELTS 5.5 (academic) or TOEFL 70 or equivalent or achieve a VGC Level 6 Upper Intermediate or pass the VGC placement test.
- Pass an admissions 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**

Daily Presentation: 4 x 5%	20%
Participation: 10 x 2%	20%
Final Presentation: 1 x 40%	40%
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.*

Title of Course/Work Experience Component *	# of Hours*
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>