

**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.

<b>Method(s) of Evaluation*</b>	<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>
	<i>Attendance: 1 x 20%</i>	<i>20%</i>
	<b>Total</b>	<b>100%</b>

**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.*

*Equipment: This is optional, but Students may find it useful to have a Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready.*

**Program Organization\***

<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>