

## Course Outline

<b>Course Title:</b>	Developing Entrepreneurial Skills in the Trades		
<b>Course Number:</b>	BUSN179	<b>Approval Date:</b>	2025/1/5
<b>Course Hours:</b>	45 hours	<b>Academic Year:</b>	2024
<b>Academic School:</b>	School of Trades & Technology		
<b>Faculty:</b>	Stephen Ward - Stephen.Ward@flemingcollege.ca		
<b>Program Co-ordinator or Equivalent:</b>	Cody Simpson - Cody.Simpson@flemingcollege.ca		
<b>Dean (or Chair):</b>	Allison MacGregor - Allison.MacGregor@flemingcollege.ca		

## Course Description

This course introduces students to the entrepreneurial skills required to operate a small business as well as be an effective member of a business team. Students will be required to create a small business plan.

**Prerequisites:** None.

**Corequisites:** None.

## Course Delivery Type

**Online Blended.**

Course hours are delivered both **synchronously** - with specified meeting times and delivery times are specified on the academic timetable and **asynchronously** - without specified meeting times. Asynchronous course hours may be completed at any time. Faculty, please provide more detail for students, eg. Lectures are Asynchronous and Labs are Synchronous, Weeks 1 - 4 are Synchronous, Weeks 5 - 15 are Asynchronous, etc.

## Learning Outcomes

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

1. Demonstrate the ability to recognize the importance of entrepreneurial skills in the creation and maintenance of a successful business
2. Identify stakeholders relevant to the business and their particular communication requirements. These include customers, co-workers, vendors and financial stakeholders

3. Generate a plausible business plan that includes an understanding of the elements of business structure and financial reporting
4. Demonstrate an understanding of how legal and industry regulatory guidelines affect the business
5. Demonstrate proficiency in a variety of internal and external communications that include but are not restricted to marketing communications, printed and electronic communications and on-line presence
6. Create a strategy for networking and lead generation
7. Evaluate opportunities to create a brand that responds to a business need
8. Appropriately use a combination of soft and hard business skills

Costs for learning resources can be found on the Campus Store website, using the links below, or by visiting the Campus Store location at your campus.

- Sutherland: <https://www.bkstr.com/sfleming-sutherlandstore/home>
- Frost: <https://www.bkstr.com/sfleming-froststore/home>

## Assessment Summary

Assessment Task	Percentage
In-class activities	5%
Quizzes	22.5%
Assignments	27.5%
Applied Learning	35%
Tests	10%

## Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](#)  
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](#)  
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](#)  
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)
- [Guidelines for Professional Practice: Students and Faculty](#)  
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](#)  
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

**Alternate accessible formats of learning resources and materials will be provided, on request.**

## Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link ([www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/](http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)).

## Detail Plan

<b>Term:</b>	2025 Winter
<b>Faculty:</b>	Stephen Ward - <a href="mailto:Stephen.Ward@flemingcollege.ca">Stephen.Ward@flemingcollege.ca</a>
<b>Program Co-ordinator or Equivalent:</b>	Cody Simpson - <a href="mailto:Cody.Simpson@flemingcollege.ca">Cody.Simpson@flemingcollege.ca</a>
<b>Dean (or Chair):</b>	Allison MacGregor - <a href="mailto:Allison.MacGregor@flemingcollege.ca">Allison.MacGregor@flemingcollege.ca</a>

## Learning Plan

<b>Wks/Hrs Units</b>	<b>Topics, Resources, Learning, Activities</b>	<b>Learning Outcomes</b>	<b>Assessment</b>
1	What is entrepreneurship? Introduction	1,8	In class essential entrepreneurial skills Assignment #1
2	Business Ideas & Opportunity	1,2,7,8	In class essential employability skills Assignment #2 Quiz #1
3	Business Planning	2,3,5,6,7	In class essential employability skills / Intro to research Assignment #3 Quizz #2
4	Legal Considerations & Compliance	1,2,5,6,7	Assignment #4 Quizz #3
5	Branding & Marketing Basics	1,2,3,5	Assignment #5 Quizz #4
6	Online Presence & Social Media	1,2,5,6	Assignment # 6 Quizz #5
7	Financial Planning & Management - Mid-term test	2,3,4,5,6,7,8	Assignment #7 Mid-term test on D2L
8	Independent Study Week		none
9	MTax Planning & Management	2,5,7,8	Assignment # 8 Quiz #6
10	Operations Management		Assignment #9 Quiz #7
11	Customer Service & Relationship Management	2,5,6,7,8	Assignment # 10 Quizz #8
12	School Closed	2,3,4,5	none
13	Risk Management - Finalizing Business Plans	1,2,3,4,5,6,7,8	Assignment # 11; Quiz #9
14	Pitch Presentations	1,2,3,4,5,6,7,8	Business Plan presentations / pitch /communication Final written Business Plan due
15	Pitch Presentations - Backup date	1,2,3,4,5,6,7,8	Business Plan presentations / pitch /communication

## Assessment Requirements

<b>Assessment Task</b>	<b>Date/Weeks</b>	<b>Course Learning Outcome</b>	<b>Percentage</b>
Assignments be handed on time, following instructions and utilize the rubric as a guide.	Weeks 1, 2,3,4,5,6,7,9,10,11,13	1,2,3,4,5,6	27.5%
Mid Term Test	Week 7	1,2,3,4,5,6,	10%

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Business Plan Presentation / Pitch & Business Plan Submission	Weeks 14,15	1,2,3,4,5,6,7,8	35%
Quizzes on understanding of concepts and language	Ongoing throughout the semester quizzes Weeks 2,3,4,5,6,9,10,11,13	1,2,3,4,5,6,7,8	22.5%

\* LATE Assignments will not be accepted without prior approval

\*MISSED TESTS will receive a grade of "0" (zero) unless prior notification and approval by instructor.

## Artificial Intelligence (AI) Statement

**SOME USE.** Generative AI tools (like ChatGPT) can only be used where directed in this course.

It is the responsibility of students to maintain a history of records and supporting documentation to demonstrate their efforts in all academic submissions, even if submission of these is not part of the final academic deliverable.

## Exemption Contact

Welding

Cody Simpson

Carpentry

Steven Murray

## Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

## Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

**Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at [freedomofinformation@flemingcollege.ca](mailto:freedomofinformation@flemingcollege.ca) or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.**

- **Student Attendance:** Students are expected to attend all classes each week. Students are expected to bring calculators and textbooks to each class. Students are solely responsible for catching up on course work when absent. This includes collecting course materials (handouts, assignments, etc.) and catching up on missed classroom work. Individual instructors will provide more specific expectations for attendance early in the semester.
- **Student Lateness:** Students who are late for class are a disruption to their classmates and have a negative impact on the learning environment. Your instructor will share his/her late policies early in the semester. For reasons relating to classroom management late students may be refused entry. Lateness in general is unacceptable and will be dealt with on an individual basis.
- **Due Dates:** Only those students who contact the professor **PRIOR** to missing a class activity **WITH A VALID REASON** will be given an opportunity to make up the marks allocated for that week. Documentation verifying the reason for absence may be requested at the discretion of the professor. Assignments must be handed in on the due date indicated. **Late** assignments will not be accepted and a mark of **zero** will be given. Missed tests/quizzes may be written at another date only if a **VALID, DOCUMENTED REASON** is submitted within an appropriate time frame to your professor.
- **Academic Integrity:** The principle of academic honesty requires that all work submitted for evaluation and course credit be the original, unassisted work of the student. Cheating or plagiarism including borrowing, copying, purchasing or collaborating on work, except for group projects arranged and approved by the faculty member, or otherwise submitting work that is not the student's own violates this principle and will not be tolerated. Students have a responsibility to support academic integrity. Breaches of academic integrity, such as cheating and plagiarism, will normally result in a grade of zero for the assessment component involved. In addition, all breaches of academic integrity will be reported to the registrar.

You are expected to work individually on assignments unless otherwise directed. Breaches of academic integrity such as plagiarism will result in a mark of zero (0) for the evaluated activity and will be reported in writing to the Registrar. You have the responsibility to support academic integrity. Breaches of academic integrity (such as cheating or plagiarism) will be dealt with accordingly and shall be reported by the Professor, in writing, to the Registrar. If the Registrar discovers that the student has already been penalized for plagiarism, he/she shall recommend the appropriate penalty to the Dean/Principal of the appropriate School: The professor will: 1st offense at the College · assign a mark of 0 for the evaluated activity 2nd offense at the College · a mark of 0 for the course in which the second offense at Fleming occurred 3rd offense at the College · suspension from the College for a year

4th offense at the College · permanent expulsion from the College In the case of an appeal to a breach of academic integrity, the student will follow the procedure in Item 8.0 of the Academic Regulations.

- **Final Grades:** Final grades in this course are assigned based on the level of academic achievement which corresponds to the assessment components as cited in this course outline. Faculty members will not offer additional evaluation activities beyond those cited in this course outline.
- Use of cell phones and MP3 players are not allowed in lecture/seminar. Cell phones must be turned off to avoid distractions.
- The teaching staff reserves the right to modify the course sequence to better meet the needs of the student group and to facilitate student learning.