

**Course Outline**

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**Department of Marketing, International Business and  
Entrepreneurship  
School of Business and Economics**

**ENTR 4750-3  
New Venture Creation (3,0,0)**

**Calendar Description**

Students develop the skills, values, and attitudes needed for success as an entrepreneur whether starting a new venture from scratch, joining or acquiring an existing business, or creating a new venture inside a larger organization. The primary activity is the development of a comprehensive business plan. Topics include small business entrepreneurs; the business plan; entry modes into small business; writing the business plan; target market, market research, and marketing plan; raising capital and the financial viability of new ventures; operational issues; legal structures and human resource issues; and risk management.

**Educational Objectives/Outcomes**

Upon completing this course, students will be able to:

1. Explain the entrepreneurial process and its role as a growth engine of national economies.
2. Discuss the entrepreneurial mindset, characteristics and ethics.
3. Think creatively and generate new ideas when assessing business opportunities.
4. Conduct new venture feasibility studies.
5. Conduct marketing research and develop marketing plans based on the research.
6. Prepare realistic financial projections for new ventures.
7. Discuss different ways of financing new ventures and the implications of each approach.
8. Describe the legal issues relating to new ventures including selection of appropriate legal structures.
9. Carryout risk analysis and develop a risk management plan for new ventures.
10. Write and present an effective start-up business plan.

**Prerequisites**

ENTR 3720; MKTG 2430 or MKTG 3430

Note: Students cannot receive credit for more than one of ENTR 4750 and TMGT 4120 (C+ or higher).

**Texts/Materials**

Jerome A. Katz and Richard P. Green, Entrepreneurial Small Business, McGraw-Hill Irwin.

**Student Evaluation**

|                                |        |
|--------------------------------|--------|
| Midterm                        | 20-30% |
| Quizzes/assignments            | 0-20%  |
| Case studies/research projects | 0-20%  |
| Class participation            | 0-10%  |
| Business start-up plan         | 30-40% |
| Final exam                     | 0-30%  |

Midterm and final exams must not make up more than 60% of course work and group work must not make up more than 50%.

## Course Topics

1. Small Business Entrepreneurs
  - Mindset, characteristics, skills
  - Competencies and ethics
  - Creating a business from an opportunity
  - Creativity and opportunity
  - Idea generation and screening
  - Feasibility studies in new venture creation
2. The Business Plan
  - Components of a business plan
3. Entry Modes into Small Business
  - Part-time or full-time entrepreneurship
4. Writing the Business Plan
  - Vision and mission
  - Opportunity analysis and product and service selection
  - Environmental and industry assessment
  - Competitor analysis
5. Identifying the Target Market, Conducting Market Research, and Preparing a Marketing Plan
  - Target market
  - Conducting market research
  - Developing marketing plans, positioning and branding
6. Raising Capital and the Financial Viability of New Ventures
  - Start-up costs and options for financing new ventures
  - Cash flow projections, balance sheet, income statement projections
  - Developing pro forma budgets
7. Operational Issues
  - Location
  - Capacity planning

- 8. Legal Structures and Human Resource Issues
  - Different legal structures
  - Registering new ventures in Canada
  - Recruiting and other human resource issues
  
- 9. Risk Management
  - Business risks
  - Bankruptcy
  - Exit Plan

**Methods for Prior Learning Assessment and Recognition**

As per TRU policy

**Attendance Requirements – Include if different from TRU Policy**

As per TRU policy

**Special Course Activities – Optional**

**Use of Technology – Optional**