



**Professors**

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**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>describe the process and mechanics of starting a business.</li> <li>explain the characteristics, abilities and attitudes that are associated with successful entrepreneurs.</li> <li>– critique the viability of business opportunities that have been identified with an environmental scan.</li> <li>estimate the market and financial feasibility of venture ideas through an analysis of secondary research.</li> <li>create a business plan for a small business that includes plans for marketing, human resources, operations and financial feasibility.</li> <li>– demonstrate good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.</li> <li>– demonstrate presentation skills that grab the listener’s attention, hold their interest and conclude strongly.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content:</p> <ul style="list-style-type: none"> <li>Business Trend Identification</li> <li>Target Customer Profiling</li> <li>Competitive Intelligence</li> <li>Product/Service Development</li> <li>Marketing (Promotion, Packaging and Pricing of Product/Service)</li> <li>Financial Analysis &amp; Management</li> <li>Human Resource Management</li> <li>Team Presentations</li> <li>Legal &amp; Risk Management Issues in Business</li> </ul>
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Dec	4	BUSINESS PLAN- PRESENTATIONS		
		Final Exam Period- No Final Exam		

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study