

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: TOUR 225	
INSTRUCTOR:	COURSE TITLE: Entrepreneurship: Small and Medium Tourism Enterprises	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

COURSE PREREQUISITES

27 credits 100-level or higher coursework, including TOUR 116

CALENDAR DESCRIPTION

This course familiarizes students with developing, owning and operating their own businesses in tourism and outdoor recreation. Students will be introduced to entrepreneurship concepts, principles and processes as they apply specifically to the tourism industry. Students will gain an understanding of the business planning process by generating innovative ideas for small to medium sized tourism enterprises, evaluating those ideas, preparing formal business plans, and pitching their plans to the class.

COURSE NOTE

TOUR 225 is an approved Capstone course for Cap Core requirements.

TOUR 225 is equivalent to REC 225. Duplicate credit will not be granted for this course and REC 225

REQUIRED TEXTS AND/OR RESOURCES

Good, W. & Mayhew W. (2014). Building Your Dream 10th Edition Custom Course Package.

RECOMMENDED READING

Gerber, M (2004). The E Myth Revisited: Why Most Small Businesses Don't Work and What to Do About it. Harper Business.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Assess your potential for entrepreneurial activities within a tourism organization or in your own tourism business
2. Examine and practice the entrepreneurial process: from generating new venture ideas, to exploring their feasibility, through the theory of creating an organization, funding the venture, and implementing it
3. Evaluate the feasibility of a small- or medium-sized tourism venture from market, industry, and operations perspectives.
4. Create realistic pro-forma financial statements and use them to analyze the feasibility of a new tourism business or the health of an existing business
5. Identify and assess financing options for a new tourism venture
6. Practice effective methods of communicating with and presenting a venture concept to potential stakeholders

Students who complete this Capstone course will be able to do the following:

1. Identify a topic of inquiry or practice
2. Gather and organize relevant research materials
3. Evaluate, synthesize, and apply research findings
4. Share findings or results in a means appropriate to a field of study

COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete ALL assigned readings BEFORE each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor and the course syllabus.

Week	TOPIC(S)
1	Introduction Different types of Entrepreneurs Opportunity identification
2	Elevator Pitches and Networking Skills Exploring Business Ideas and Opportunities
3	Industry Assessment and Competition Market Research
4	Using Research to Inform Business Decisions Competitive Strategy
5	Naming and Organizing your Business Operations and Logistics
6	Target Market Size and Sales Assumptions
7	Student Project Meetings
8	Financial Ratios & Break-even Analysis Sales Forecasting & Financial Proformas

9	Financing, Bootstrapping, and Buying a Business Midterm Review
10	Midterm Exam Guest Speaker
11	Bricolage Sales Pitches Venture Presentations
12	VA Assignment Wrap Up
13	Venture Tour Sales Event
14- 15	Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade	Individual/Group
Networking Assignment	15%	Individual
Bricolage Sales Pitch	10%	Individual
Midterm	15%	Individual
Venture Assignment (VA) Pitch Video	7%	Individual
VA #1 Industry & Competitor Report	10%	Individual
VA #2 Market Research and Financial Projections	8%	Group
VA #3 Venture Presentation	10%	Group
VA #4 Financial Analysis and Final Report	15%	Group
VA #5 Venture Tour Sales Event	10%	Group
TOTAL	100%	

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments and/or longer assignments such as a report.

Tests and Quizzes: This course will include a midterm exam. The format will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Presentations: This course includes a presentation component, which may be an individual or group assignment (e.g. in-class debate, video pitch, research presentation). Detailed instructions will be provided in class and on Moodle.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due on the due date listed unless otherwise noted in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final Exams are to be written on the date and time scheduled.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. See course syllabus for penalties associated with missed classes.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only or when working in groups on tasks assigned by the instructor.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing

aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus