

UNIVERSITY of GUELPH KEMPTVILLE CAMPUS	Course Code: DAGR - 4610	Semester Offering: Winter	Credit Weight: 0.50
	Course Title: Business Project	Lecture, Lab, and Independent Learning Hours: Lecture: 2 -1 hr K101- Tues 10-11am; Thurs 10-11am Parish Rm 120 K102- Mon 11am-12pm; Thurs 2-3pm Parish Rm 108 Lab: 4 hrs. Independent work	
CHANGING LIVES IMPROVING LIFE	Instructor Name and Contact Information: Cindy Chandler, Parish Room 207A, 613-258-8336 x61536 Email: cchandle@uoguelph.ca Office Hours: Tues 11am-12pm, Thurs 11am-12pm & 1-2pm		
Course Description: Students will identify a viable product or service, and will undertake a comprehensive study of the technical and economic aspects of a business designed to sell that product. Students will acquire basic information about the product, define their business and develop a business plan.			
Evaluation			
Lab Assignments – 2 @ 5%, 10% Draft Final Report 10% Written Final Report 50% Group Presentation 10% Individual Defence 20%			
Method of Presentation:			
Course Delivery: Lectures will be used to provide guidance in identifying a viable product or service, defining a business and developing a business plan. Lab hours will be used for independent project work.			
Course Objectives: Upon completion of this course, students will exhibit the ability to:			
<ul style="list-style-type: none"> • Define a viable product or service • Evaluate the strengths, weaknesses and opportunities for a business designed to sell that product or service • Create, present and defend a business plan to obtain financial support for the enterprise 			

Weekly Course Outline: The following summary of weekly topics/activities is subject to change.

Week	Week of	Topics/Activities
1	Jan 9-13	Identifying a product or service
2	Jan 16-20	Collecting technical and economic information Lab assignment: Product or service identification due Jan 20
3	Jan 23-27	Economic analysis
4	Jan 30-Feb 3	Technical analysis Lab assignment: Market Research Report due Feb 3
5	Feb 6-10	Team meetings/Financial assumptions/benchmarks – Easy Plan builds
6	Feb 13-17	Financial analysis
7	Feb 20-24	“Winter Break”
8	Feb 27-Mar 2	Business plan development
9	Mar 5-9	Organizing and presenting analyses Rough draft Final Report due Mar 9
10	Mar 12-16	Team meetings/Business plan development
11	Mar 19-23	Business plan development
12	Mar 26-30	Written Project Due Mar 30
13	Apr 2-6	Preparation for Presentation/Defense
14	April 9-13	Presentations/Defense

Course Prerequisite(s): Completion of 15 courses	Course Restriction(s): None
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Text Book(s) Required: None	Reference Material: Handouts in class/CourseLink
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Additional Course Information:

Electronic Communications: Students will be required to access course materials and grades on *CourseLink*. Further, it is the student’s responsibility to ensure that he/she knows how to send and receive e-mail using his/her *GryphMail* account and to check it regularly. All course-related electronic communications with the instructor and fellow students are to be delivered with the *GryphMail* account.

Academic Integrity: Adherence to acceptable standards of academic honesty is expected. Academic material submitted by a student is evaluated on the assumption that the work presented is his/ her own, unless designated otherwise. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of, and to abide by, the University’s policy. To better understand your responsibilities, refer to the Diploma Program Calendar and discuss any questions you may have with your Instructor or Program Coordinator. For this course, all exams will be kept on file for one academic year by the Instructor. [The use of dictionaries is prohibited during all examinations.]

Missed Assessments & Classes: Make-up exams will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment or *advanced consent* from the Program Coordinator. Late assignments without the aforementioned documentation will not be accepted and will result in a zero grade. It is the student’s responsibility to obtain notes/ learning materials from a missed class.

Advanced Consent: Advanced consent is offered by the Program Coordinator to students who are taking part in an industry-related activity during a period that conflicts with a previously scheduled significant assessment (> 10% of term grade) that is not a midterm or final exam. This consent is offered prior to the event on the basis of evidence provided by the student to the Coordinator, verifying the participatory nature of the student. A written document from the event sponsor or employer- complete with dates, signature, and specific evidentiary explanation- is required.

Classroom Etiquette:

1. The general use of small, personal electronic devices (e.g. cell phones, iPods) during class is disruptive and disrespectful. As a result, their use in the classroom for reasons other than instructor-led learning is prohibited.
2. The use of a laptop for the purpose of taking notes/learning in the classroom is a *privilege*. Any student abusing this concession by using a laptop in class for other purposes will have the privilege revoked.

In the classroom, students are expected to demonstrate behaviour that would meet the minimum conduct requirements of any professional working environment.