



The  
knowledge  
to compete

**BUSI 3810A  
Business Development  
Fall 2012**

**Professor:** Diane A. Isabelle, P.Eng., MBA., Ph.D.  
**Office:** DT 1721  
**Class Time/Place:** Tuesdays 11:35 – 2:25, CO214  
**Office Hours:** Wednesdays 1:00 – 2:00, DT 1721  
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**1. COURSE DESCRIPTION**

Business development, growth and expansion through financing activities and new customer acquisition. (0.5 credit).

**2. COURSE PREREQUISITES**

Third-year standing and BUSI 1003 or (BUSI 1001 and BUSI 1002) or (BUSI 1004 and BUSI 1005), and (BUSI 2204 or BUSI 2208) and BUSI 2800 and BUSI 3600 (may be taken concurrently) with a grade of C- or higher in each. Please ensure that you meet the prerequisite requirements for this course.

**The School of Business enforces all prerequisites.**

**3. COURSE OBJECTIVES**

The course covers business development, growth and expansion through sound marketing and financing activities. A broad range of topics related to business development will be covered. The course will also provide scope for individual student investigation of topics of interest. Specific objectives are:

1. To gain knowledge of business development
2. To gain knowledge of strategy in an entrepreneurial context
3. To gain knowledge of marketing strategies
4. To gain knowledge of financial strategies
5. To develop critical thinking skills to solve real life entrepreneurship and SME problems.
6. To develop critical thinking skills regarding policy issues related to entrepreneurship

#### 4. METHOD OF INSTRUCTION

Students will learn key business development concepts through lecture, case studies, videos, problem analysis, guest speakers and class discussion. The format of the course consists generally of a three-hour class meeting per week. The content of any lecture presumes and expects that you have carefully studied the assigned reading. You are encouraged to ask questions and to stimulate discussion on topics that you are of interest to the class.

**PLEASE NOTE:** This course uses cuLearn, Carleton's new learning management system that will replace WebCT over the next year. To access your courses on cuLearn go to <http://carleton.ca/culearn>. Go to <http://carleton.ca/culearn/students> for help and support. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or email at [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca).

A discussion group will be available for students, and a variety of resources as well as announcements will be regularly posted on the site. Students will be responsible for reading and responding appropriately to all information distributed through the WebCT Course Page. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

Note that the School requires that correspondence with professors be carried out through your Carleton email account only.

#### 5. COURSE MATERIAL

**Required Text:** Bissonette, G.J., (2012), *Business: Strategy, Development, Application*. First Edition. McGraw-Hill Ryerson (ISBN-13: 978-0-07-096746-5).

Additional reading material and weblinks will be posted on CuLearn.

##### **Supplemental References:**

- Ferrell O.C., Hartline M.D., (2011), *Marketing Strategy*. Fifth Edition. South-Western Cengage Learning (ISBN-13: 978-0-538-46738-4)
- Ferrell, Hirt *et al.* (2011), *Business, A Changing World*. Fourth Canadian Edition. McGraw-Hill Ryerson (ISBN-13:978-0-07-000549-5).
- Hisrich, Peters *et al.*, (2009), *Entrepreneurship*. Second Canadian Edition. McGraw-Hill Ryerson (ISBN 978-0-07-097984-0).
- Leach J.C., Melicher R.W., (2012), *Entrepreneurial Finance*. Fourth Edition. South-Western Cengage Learning (ISBN-13: 978-0-538-47815-1).
- Longenecker, Donlevy *et al.*, (2013), *Small Business Management, Launching and Growing New Ventures*. Fifth Canadian Edition. Nelson. (ISBN 978-0-17-650390-1).
- Nickels, McHugh *et al.*, (2010), *Understanding Canadian Business*. Seventh Edition. McGraw-Hill Ryerson (ISBN-13: 978-0-07-097027-4)
- Sorensen, H.E., (2012), *Business Development, A Market-Oriented Perspective*. Wiley. (ISBN 978-0-470-68366-8).

## 6. EVALUATION

Reflecting the real world of entrepreneurship, your grade performance will depend upon both individual and group contributions as outlined below:

Individual Reflection	30%
Group Research	30%
Participation	10%
Final Exam *	30%
	<hr/>
	100%

\* Students must achieve a minimum grade of 50% on the final exam to pass this course.

**Individual Reflection:** There will be six individual reflection assignments (worth 5% each). The goals of these assignments are to demonstrate insightful learning about entrepreneurship, and to provide a resource for reflection on how the class material relates to individuals themselves. We will be using the course CuLearn or a blog for this function. **No credit is given for posting a late assignment.** Further instructions will be posted on the course CuLearn site.

**Group Research:** The primary objective of the group research is to apply concepts learned in the course to a real-life situation related to entrepreneurship. Students will be placed into teams by the course instructor. Group formation will reflect the same best practices of diversity used in successful entrepreneurial endeavours. The group research report will be due the last day of class. **No late assignments will be accepted.** Further instructions will be posted on the course CuLearn site.

**Participation:** Participation will be based on your active and insightful contribution to the class discussion.

**Final Exam:** There will be a final exam held during the formal final exam period covering the complete contents of the course material. Details will be announced before the end of the term.

### **Wireless Devices and laptop usage**

The use of wireless devices and laptops is only allowed for activities related to the class. Inappropriate use of your wireless/laptop in class will be noted and will affect your participation grade.

## 7. CLASS SCHEDULE

Week	Date	Date and Topics	Textbook
1	Sept 11	<ul style="list-style-type: none"> <li>• Introduction and course overview</li> <li>• State of entrepreneurship in Canada</li> </ul>	Chap 1
2	Sept 18	<ul style="list-style-type: none"> <li>• Canadian and global economies: State and trends</li> <li>• Business development process</li> <li>• Concept of growth</li> <li>• Business life cycle stages</li> </ul>	Chap 2 Chap 3
3	Sept 25	<ul style="list-style-type: none"> <li>• Business strategies &amp; strategic Intelligence</li> </ul>	Chap 6
4	Oct 2	<ul style="list-style-type: none"> <li>• Marketing strategies:               <ul style="list-style-type: none"> <li>○ Customer orientation</li> <li>○ B2C and B2B environments</li> <li>○ Managing the marketing mix</li> <li>○ Marketing throughout the product life cycle</li> </ul> </li> </ul>	Chap 10 Chap 11
5	Oct 9	<ul style="list-style-type: none"> <li>• Marketing strategies:               <ul style="list-style-type: none"> <li>○ Pricing strategies</li> <li>○ Building customer and stakeholder relationships</li> </ul> </li> </ul>	Chap 12
6	Oct 16	<ul style="list-style-type: none"> <li>• Marketing strategies:               <ul style="list-style-type: none"> <li>○ Forecasting demand techniques</li> <li>○ Sales execution</li> <li>○ Marketing performance</li> </ul> </li> </ul>	
7	Oct 23	<ul style="list-style-type: none"> <li>• Marketing strategies:               <ul style="list-style-type: none"> <li>○ Local, national, international opportunities</li> <li>○ Competitive intelligence</li> </ul> </li> </ul>	
8	Oct 30	<ul style="list-style-type: none"> <li>• Financing strategies:               <ul style="list-style-type: none"> <li>○ Financial requirements</li> <li>○ Types of financing</li> </ul> </li> </ul>	Chap 13
9	Nov 6	<ul style="list-style-type: none"> <li>• Financing strategies:               <ul style="list-style-type: none"> <li>○ Sources of financing</li> <li>○ Government support</li> </ul> </li> </ul>	
10	Nov 13	<ul style="list-style-type: none"> <li>• Financing strategies:               <ul style="list-style-type: none"> <li>○ Factors affecting choices and strategies</li> </ul> </li> </ul>	
11	Nov 20	<ul style="list-style-type: none"> <li>• Financing strategies:               <ul style="list-style-type: none"> <li>○ Valuation principles and methods</li> </ul> </li> </ul>	
12	Nov 27	<ul style="list-style-type: none"> <li>• Transition and exit strategies</li> <li>• Wrap up</li> <li>• <b>Group Research report due</b></li> </ul>	Chap 15

### **Required calculator in BUSI course examinations**

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### **Group work**

The Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

### **Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www2.carleton.ca/registrar/forms/>

### **Persons with disabilities**

Students with disabilities requiring academic accommodations in this course must register with the Paul Menton Centre for Students with Disabilities (PMC) for a formal evaluation of disability-related needs. Documented disabilities could include but are not limited to mobility/physical impairments, specific Learning Disabilities (LD), psychiatric/psychological disabilities, sensory disabilities, Attention Deficit Hyperactivity Disorder (ADHD), and chronic medical conditions. Registered PMC students are required to contact the PMC, 613-520-6608, every term to ensure that I receive your Letter of Accommodation, no later than two weeks before the first assignment is due or the first in-class test/midterm requiring accommodations. If you only require accommodations for your formally scheduled exam(s) in this course, please submit your request for accommodations to PMC by the deadlines published on the **PMC website**.

### **Religious observance**

Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student. Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

**Pregnancy**

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**Plagiarism**

The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another."

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. For more information on Carleton University's Academic Integrity Policy, consult:

<http://www1.carleton.ca/studentaffairs/academic-integrity/>

**Important Dates & Deadlines - Fall Term 2012****September 1, 2012**

- Last day for receipt of applications from potential fall (November) graduates.

**September 3, 2012**

- Statutory holiday, University closed.

**September 4, 2012**

- Fall term begins.

**September 4-5, 2012**

- Academic Orientation. All students are expected to be on campus. Class and laboratory preparations departmental introductions for students and other academic preparation activities will be held.

**September 5, 2012**

- Orientation for Teaching Assistants.

**September 6, 2012**

- Fall and fall/winter classes begin.

**September 19, 2012**

- Last day for registration.
- Last day to change courses or sections for fall/winter and fall term courses.

**September 30, 2012**

- Last day to withdraw from fall term and fall/winter courses with a full fee adjustment.
- Last day for receipt of applications for review of final grades in summer term courses.

**September 28-29, 2012**

- Summer deferred final examinations to be written.

**October 5, 2012**

- University Day at Carleton. Undergraduate classes suspended.
- December examination schedule (fall term final and fall/winter mid-terms) available online.

**October 8, 2012**

- Statutory holiday, University closed.

**October 15, 2012**

- Last day for receipt of applications for admission to a degree program for the 2013 winter term from applicants whose documents originate from outside Canada or the United States.

**November 9, 2012**

- Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

**November 15, 2012**

- Last day for receipt of applications for admission to a degree program for the winter term.

**November 19, 2012**

- Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

**December 1, 2012**

- Last day for receipt of applications from potential winter (February) graduates.

**December 3 (Monday), 2012**

- Fall term ends.
- Last day of fall-term classes.
- Last day for academic withdrawal from fall term courses
- Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.
- Last day for receipt of applications for degree program transfers for winter term.
- Last day for receipt of applications for admission to a degree program for the 2013 winter term.

**December 4-5, 2012**

- No classes take place.

**December 5, 2012**

- Last day for receipt of applications for degree program transfers for winter term.

**December 6-19, 2012**

- Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held in the day and evening during the Monday to Saturday period. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

**December 16, 2012**

- Fall Co-op Work Term Reports due.

**December 20, 2012**

- All take home examinations are due.

**December 24, 2012 to January 1, 2013**

- University closed.