







# Entrepreneurship (ENTP) 212

## Entrepreneurship (Revision 9)

<b>Status:</b>	Replaced with new revision, see the <a href="#">course listing</a>  for the current revision 
<b>Delivery mode:</b>	<a href="#">Individualized study online</a>  . Delivered via Brightspace.
<b>Credits:</b>	3
<b>Area of study:</b>	Applied Studies (Business and Administrative Studies)
<b>Prerequisites:</b>	None
<b>Precluded:</b>	ENTP 212 cannot be taken for credit if credit has already been obtained for SMBM 201.
<b>Challenge:</b>	ENTP 212 is not available for challenge.
<b>Faculty:</b>	<a href="#">Faculty of Business</a> 

## Overview

This course is primarily intended for individuals who

- may wish to start a business of their own,
- have already started a small firm and may want to improve their entrepreneurial skills,
- want to assess their own potential for such an option, or
- have an interest in entrepreneurship and the start-up and growth of a new enterprise.

The course covers a range of topics that will increase your understanding of what it takes to succeed in an entrepreneurial career. It begins with an overview of entrepreneurship and the entrepreneurial process and then expands to consider how to find and evaluate a possible idea for a new business, how to buy an existing firm or acquire a franchise, and how to develop a marketing and financial plan as part of a feasibility study for a new business concept.

The assignments in ENTP 212 provide you with a practical opportunity to realistically assess both the potential of a new venture idea of your own and the feasibility for a small business based on that idea. They will guide you through the completion of a comprehensive feasibility study of a new business concept, including detailed market and financial assessments. Throughout the course you will apply what you are learning and receive constructive feedback and support from an Academic Expert.

To succeed in this course, you should get started on the assignments as soon as possible. Give yourself enough time to do a great job; the concepts, skills, and techniques you learn along the way will form a solid foundation for an entrepreneurial career.

## Outline

- Lesson 1: Overview of Entrepreneurship and the Entrepreneurial Process
- Lesson 2: Assessing Your Potential for an Entrepreneurial Career
- Lesson 3: Exploring New Business Ideas and Opportunities
- Lesson 4: Entry Strategies: Buy a Business


- Lesson 5: Entry Strategies: Considering a Franchise
- Lesson 6: Entry Strategies: Start a Business of Your Own
- Lesson 7: Conducting a Feasibility Study – Part 1: Market Assessment
- Lesson 8: Conducting a Feasibility Study – Part 2: Cost and Profitability Assessment
- Lesson 9: Legal Issues and Considerations
- Lesson 10: Where Can You Find the Money?


## Learning outcomes

After completing ENTP 212, you should be able to


- describe the concept of entrepreneurship and assess your personal fit for undertaking an entrepreneurial business venture.
- identify, generate, and evaluate ideas for new business ventures.
- identify and describe the primary entry strategies and the risks associated with each.
- conduct a market assessment for a new venture idea, which includes a description of the product or service offering and details of strategies for pricing, promotion, and distribution.
- conduct a financial assessment for a new venture idea, which includes the development of pro forma financial statements.
- develop a two-part comprehensive feasibility study that includes an overview of your business concept, a detailed description of your market and competition, a marketing plan, a financial plan, and a concluding discussion regarding future plans regarding your new business.

## Evaluation

There are no examinations in *ENTP 212*, so your work on the five assignments is vital to your success in this course. To **receive credit**  for *ENTP 212*, you must

- submit all five assignments,
- achieve a grade of at least 50% on Assignments 4 and 5, and
- achieve a course composite grade of at least **C- (60 percent)** .

Activity	Weight	Complete by
Assignment 1	10% of final grade	Submit Assignment 1 after completing Lessons 1 and 2.
Assignment 2	20% of final grade	Submit Assignment 2 after completing Lessons 1 through 3.
Assignment 3	10% of final grade	Submit Assignment 3 after completing Lesson 7.
Assignment 4*	30% of final grade	Begin working on this as soon as you receive feedback on Assignment 2. Submit Assignment 4 after completing Lesson 7 and after reviewing the feedback from Assignment 3.
Assignment 5*	30% of final grade	Submit Assignment 5 after completing Lesson 10 and after reviewing the feedback from Assignment 4.
<b>Total</b>	<b>100%</b>	

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#) .

*\*Receiving at least 50% on both of these assignments is required to pass the course.*

## Materials

### Digital course materials





Links to the following course materials will be made available in the course:

Good, W., Mayhew, W., Yap, R., & Ford, M. (2021). *Building your dream: A Canadian guide to starting your own business* (11th ed.). McGraw-Hill. ISBN 9781260065893.

## Other Resources

All other learning resources will be available online.

## Important links

- › [Academic advising](#) 
- › [Program planning](#) 
- › [Request assistance](#) 
- › [Support services at AU](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

*Opened in Revision 9, March 7, 2024*

*Updated May 9, 2025*

View [previous revision](#) 