



## **Module 2 – Business Management**

### **Entrepreneurship**

#### **OBJECTIVE**

To introduce the mechanics of setting up and successfully operating a small business.

#### **TOPICS**

##### **Session 1: Opportunity Recognition: Idea Generation, Creativity, and Creating Transactions**

Class Preparation: Read “Transaction Cognition Entrepreneurship Theory”

- How do Entrepreneurs find ideas for new businesses and new products? How do entrepreneurs develop highly innovative products? What should I practice to become an expert entrepreneur?

##### **Session 2: Entrepreneurial Thinking & Product Concepts**

Class Preparation: Read “Product Concepts”

- Transaction Thinking, Evaluating product concepts, writing effective product concepts, presenting product concepts

##### **Session 3: From Good Idea to Great Opportunity**

Class Preparation: Read “Business Model Generation Preview”

- Defining Opportunity, Entrepreneurship and Small Business
- Value proposition – GIVE CUSTOMERS WHAT THEY WANT. What problems / needs do you solve? Why do customers use you?
- Customers – GET & KEEP THE RIGHT CUSTOMERS. Who are your most important customers? What relationship do customers expect with you? How do you distribute your products / services? How do you make potential customers aware of you and your products/ services?
- Infrastructure – BUILDING AN UNFAIR ADVANTAGE. What activities, resources do you need? What do you do yourselves that competitors cannot copy? What can partners do more cheaply or more effectively?



- Financial – TURN CUSTOMER'S VALUE INTO CASH. How much does this cost? And how much money will you make? How will customers pay?

#### **Session 4: Business Modeling**

Class Preparation: Velotaxi Canada Case Study. Dr. Brent Mainprize. 2008

- Give Customers what they want - Value propositions: Which one of our customers' problems/needs are we solving? Why us? What value do we deliver to the customer?
- Get and keep the right customers - Customer Segments: For whom are we creating value by turning a need into demand? Who are our most important customers?
- Get and keep the right customers - Customer relationships: What relationships do customers expect with us?
- Get and keep the right customers - Distribution Channels: How will we reach our customer segments? Which ones work best? Which ones are most cost-efficient?
- Building an Unfair Advantage - Key Activities: What are our key activities? How hard are they to copy?
- Building an Unfair Advantage - Key Resources: What Key Resources do our Value Propositions require? How hard are they to copy?
- Building an Unfair Advantage - Key Partnerships: Which Key Activities do partners perform better or cheaper than us?
- Turn customers' value into cash - Cost structure: What are the most important costs inherent in our business model?
- Turn customers' value into cash - Revenue streams: For what value are customers really willing to pay? How would they prefer to pay? How important is each revenue stream to our business?



## Service Management

### OBJECTIVE

The Canadian economy, as well as a large portion of the world economy, is dominated by services. In Canada, more than 70% of the labour force and GNP, 45% of an average family's budget, and over 30% of exports are accounted for by services. Yet, traditionally, business school courses have focused on the manufacturing sector of the economy. The theme of this course is that service organizations (e.g. banks, transportation companies, hotels, hospitals, educational institutions, professional services) require a distinctive approach to strategy, both in its development and execution.

To understand how service organizations can best design themselves for success, this course looks at the critical elements of service management. The key components are:

- Service as a system
- The role of the service experience
- The building blocks of service (people, processes, physical environment, technology)
- Designing memorable service experiences
- And the Four Moments of Power in Delivering Service
  1. Power of Complaint Handling
  2. Power of Liking
  3. Power of Expertise
  4. Power of the Crowd

### SCHEDULE

When	Topic	Notes
Session 1:	What is a service experience? Building blocks of service/ value customer loyalty	Class Preparation: Read "Kiwi Experience Case"
Session 2:	Designing and Delivering Memorable Experiences	Class Preparation: Observation for the Movie Night
Session 3:	Moments of Power: Expertise and Liking	Class Preparation: Read "Joe Girard- Love your Customers"
Session 4:	Moment of Power: Power of the Crowd	Class Preparation: Read "98% of HBR Readers Love this article"



## International Business

### OBJECTIVE

International Business will focus on improving students' appreciation for and understanding of the context of international business. To begin, the course will explore the forces that are changing the global environment and different perspectives on globalization. The course then turns to an examination of customers' differences, the impact of culture, and the individual and organizational implications of doing business internationally.

### SCHEDULE

When	Topic	Notes
Session 1	Cross Cultural Issues- Bafa Bafa Cultural Simulation	Class Preparation: Read "Wal-Mart Expansion Case"
Session 2	The Transnational Mindset	Class Preparation: Read "Levendary Café: The China Challenge Case"
Session 3	Global Business Strategy: Why and What	none
Session 4	Global Business Strategy: Where and How	none

### EVALUATION ELEMENTS

Business Management Final Exam	100%
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## GRADING SCALE

The following table demonstrates the equivalent letter grades:

Percentage Range	Letter Grade	Grade Point Average
90-100%	A+	9
85-89%	A	8
80-84%	A-	7
77-79%	B+	6
73-76%	B	5
70-72%	B-	4
65-69%	C+	3
60-64%	C	2
50-59%	D	1
0-49%	F	0

## INSTITUTIONAL POLICIES

Please refer to UVIC's policy on academic integrity: <https://web.uvic.ca/calendar2020-01/undergrad/info/regulations/academic-integrity.html>