

Thompson Rivers University Business Development Course

TRU Instruction Classes - Wednesday's and Thursday's March 17th to May 20th:

- Day 1 (March 17) – Small business entrepreneurship in Canada, B.C. & the Okanagan Region
- Day 2 (March 18) – Characteristics and competencies of an entrepreneur
- Day 3 (March 24) – New venture creation: creativity, idea generation, feasibility studies
- Day 4 (March 25) – Introduction to design thinking & new venture creation
- Day 5 (March 31) – Modes of entry: full-time/part time, creative & social entrepreneurs
- Day 6 (April 1) – Elements of a business plan
- Day 7 (April 7) – Business plan – vision & mission
- Day 8 (April 8) – Business plan – opportunity analysis & product/service selection
- Day 9 (April 14) – Business plan – environmental & industry assessment
- Day 10 (April 15) – Business plan – competitor analysis
- Day 11 (April 21) – Business plan – market research & target market selection
- Day 12 (April 22) – Financing a new business – start-up costs and financing options
- Day 13 (April 28) – Intro to financial statements: budget, income statement, statement of cash flow
- Day 14 (April 29) – Operational issues – location & capacity planning
- Day 15 (May 5) – Marketing plan
- Day 16 (May 6) – Risk analysis and management
- Day 17 (May 12) – Legal consideration for entrepreneurs
- Day 18 (May 13) – Choosing your business partners wisely
- Day 19 (May 19) – Hiring your first employee
- Day 20 (May 20) – Exit plan & final review

Business Plan Development Lab Classes - Wednesday's and Thursday's May 26th to June 24th:

The five-week lab classes and individual mentorship sessions will support students in the development of their business plans, based on the concepts taught by TRU during the first ten weeks.

For more information and/or to register for this course, please contact Alan Des Harnais at 250-804-3078 or by e-mail at adesharn@shaw.ca