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## BUSINESS AND PROFESSIONAL PROGRAMS

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*This course is offered by the **Economic Developers of Alberta** in collaboration with the University of Calgary **Continuing Education** Department.*

### **Business Retention and Expansion – EDA’s Course #BMC\_335\_002 Fall Semester 2014**

**Instructor:** Natalie Gibson  
**Dates/Time:** September 9 to October 7, 2014  
**Location:** Online Course  
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#### **Course Description**

Business retention and expansion (BR&E) is a primary economic development strategy. BR&E supports and fosters the development and growth of the business community. The result of a strong BR&E strategy is a healthy and thriving business community, which in turn provides a long term sustainable community foundation. Long-term BR&E programs are a means of connecting businesses with resources and opportunities that will improve their competitive position, market networks and ultimately their profitability.

This course will demonstrate the importance of building, retaining and expanding a strong business community and explain different BR&E programs.

#### **Course Learning Outcomes**

##### **Broad Learning Outcome**

Upon successful completion of this course, you will have the basic strategies and related steps to develop one or more business retention and expansion programs within your community or region.

##### **Supporting Learning Outcome Statements**

Upon successful completion of this course, you will be able to:

- Explain the rationale for BR&E programs;
- Identify options for BR&E programs such as Business Visitation Programs (BVPs), Import Replacement Programs (IRPs) and other BR&E programs based on the needs of your community;
- Examine a four-stage BVP process model;
- Explore components of creating a BVP process and key information to include in a survey or questionnaire
- Recognize the critical nature of ‘red flags,’ (issues or challenges to local businesses) and the need to respond;
- Explore the concept of business incubation, entrepreneurship and nurturing home-based businesses (HBBs);
- Determine types and sources of data that support the selection and development of BR&E programs;
- Examine the governments’ roles in BR&E programs and how to encourage a pro-business’ environment to support business; and
- Identify the tools and resources that can help economic developers support and sustain business.

## Approach to Learning

This course uses a variety of approaches to learning including: online presentation, learning activities, readings, exercises, class discussion, self-reflection and student presentations. You will be required to be an active participant, for learning will occur best when you are personally involved in the learning experiences. You are encouraged to contribute experiences that promote discussion and understanding of course concepts.

## Course Materials

Required Materials: All materials will be provided online.

## Course Assignments

Grading in this course will be based on two assignments, two participation activities and one test.

### 1) Assignments

#### a) *Introductions*

**Value:** 10%

**Due date:** September 14, 2014

#### b) *Group Assignment* - development of a survey, complete business visit(s) and presentation of findings in Week 4

**Value:** 25%

**Due date:** October 7, 2014

### 2) Learning Community Participation -

#### a) *Discussion Community*

This segment is divided into two parts.

##### i. *Weekly Discussion Board*

**Value:** 40%

Due date for Discussions:

**Weekly**

##### ii. *Adobe Connect Live Session* –

**Tuesday, Sept. 16, 2014**

**Tuesday, Sept. 30, 2014**

(end of week 1 **OR** week 3) participating in a minimum of one session is recommended. You are responsible for listening to the recorded session if you miss it. Refer to the course schedule for specific dates and times.

**Value:** 20%

##### iii. *Peer-to-peer Evaluation and Course Evaluation*

**Value:** 5%

## Attendance and Participation

Participation is an essential element in the learning process. There may be times when it is unavoidable to miss an online meeting or presentation, such as an Adobe Connect Live session, due to work-related travel or medical reasons. In such cases, please notify the instructor prior to your absence or as soon as possible afterwards. It is especially critical to let your group members know if you cannot attend an online meeting that focuses on the group project. Missing more than 25% of class hours may result in a failing grade for the course.

## Desire2Learn (D2L)

Your course will include the use of **D2L and Adobe Connect**. To prepare for your online learning experience, please use the University of Calgary Continuing Education Student resources links to prepare for your online learning experience. Online Learning Delivery to link to <http://conted.ucalgary.ca/elearn/>

### Course Schedule

This course is offered online over 4 weeks. Refer to the weekly content modules for required readings, learning activities and optional resources.

Week	Start Date	Topics
1	Sept. 8	<ul style="list-style-type: none"> <li>The fundamentals of a Business Retention and Expansion (BR&amp;E) programs</li> <li>Basic BR&amp;E programs such as Business Visitation Programs (BVPs), Import Replacement Programs (IRPs) and other BR&amp;E programs based on the needs of your community</li> </ul> <p><b>Assignment: Introduction due Sunday, Sept. 14, 2014</b></p> <p><b>Adobe Connect Live Session: Tuesday, Sept. 16, 2014</b></p>
2	Sept. 15	<ul style="list-style-type: none"> <li>Orientation to a Business Visitation Program (BVP) as a BR&amp;E strategy</li> <li>Review different types of BVP processes</li> <li>Formulate a customized BVP process</li> <li>Key information to gather in a survey/outreach</li> <li>'Red flags', (issues or challenges to local businesses)</li> <li>Import Replacement Program (IRP) as a BR&amp;E strategy</li> </ul>
3	Sept. 22	<ul style="list-style-type: none"> <li>Business incubation and development</li> <li>Types of incubators</li> <li>Supporting entrepreneur development</li> <li>Home-based business development, who is in your backyard?</li> <li>Workforce development and resources for employers</li> <li>Referring to resources – who is on your team?</li> </ul> <p><b>Adobe Connect Session: Tuesday, Sept. 30 from 7 to 8:30 pm Alberta Time.</b></p>
4	Sept. 29	<ul style="list-style-type: none"> <li>The role of municipal government</li> <li>Creating a fertile and pro-business environment</li> <li>The marketing plan</li> <li>Communicating with the business community</li> <li>Funding economic development</li> <li>Measuring economic growth</li> </ul> <p><b>Group Assignment: BR&amp;E Survey results due Tuesday, Oct. 7, 2014</b></p>

**NOTE:** All assignments are due by **5:00 p.m. on the due date.**

## Continuing Education Grading System

**Important:** A minimum of a C grade is required to meet certificate program requirements.  
A grade of C- or less is not sufficient for graduation.

Letter Grade	Percentage	Description
A+	95 – 100	<b>Outstanding</b>
A	90 – 94	<b>Excellent</b> Superior performance, showing comprehensive understanding of subject matter.
A-	85 – 89	
B+	80 – 84	
B	75 – 79	<b>Good</b> Clearly above average performance with knowledge of subject matter generally complete.
B-	70 – 74	
C+	67 – 69	
C	64 – 66	<b>Satisfactory (minimal pass)</b> Basic understanding of subject matter. Minimum required in all courses to meet <a href="#">certificate program requirements</a> .
C-	60 – 63	<b>Unsatisfactory</b> Receipt of a C- or less is not sufficient for <a href="#">certificate program requirements</a> .
D+	55 – 59	<b>Unsatisfactory</b>
D	50 – 54	<b>Unsatisfactory</b>
F	0 – 49	<b>Fail</b>
AU		<b>Course Audit</b> No course credit.
CR		<b>Completed Requirements</b>
DNC		<b>Did Not Complete</b> DNC is a grade used when a student did not attend or complete a course and has not formally withdrawn from the course before the withdrawal deadline.

**NOTE:** Students must attain a minimum of a C grade in all courses used to meet program requirements if they wish to pursue a certificate program. For further information on graduation requirements, please refer to [Graduation Requirements for all Certificate Programs](#).

## Academic Honesty

Any work that you submit in a Continuing Education course must be your own and must be created specifically for the course for which it is being submitted.

If you make use of copied material from *any* source (for example, but not limited to):

- Internet
- Journal Articles
- Books
- Your own work from other classes

Or

- Thoughts, ideas, or any other material used or paraphrased from *any source*

They must all be properly cited and referenced in your work. Failure to do so may be considered plagiarism.

Plagiarism is the unauthorized use of another person's work — passing it off as your own, either intentionally or unknowingly. All cases are thoroughly investigated and may result in a failing grade, academic probation or even suspension if a student is found guilty of plagiarism.

### Resources

A short presentation for Continuing Education students on plagiarism and referencing:

<https://breeze.ucalgary.ca/referencing/>

Continuing Education's Academic Honesty policy – Definitions and Resources:

<http://conted.ucalgary.ca/academichonesty>

Information and resources on research and common referencing styles can be found here:

<http://owl.english.purdue.edu/owl/section/2/>