

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: OPERATIONAL FEASIBILITY - Module I

CODE NO: BBP 100 SEMESTER: \_\_\_\_\_

PROGRAM: BUILD A BUSINESS

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DATE: September 1994 PREVIOUS OUTLINE: None

APPROVED: DEAN DATE \_\_\_\_\_

COURSE NAME: Operational Feasibility CODE NO. \_\_\_\_\_

TOTAL CREDIT HOURS: 4.0

PREREQUISITE(S): OSSDG or equivalent with credits at or above the general level or mature student status.

**I. PHILOSOPHY/GOALS:**

The "Build a Business" program provides opportunities for the learner to develop a "bankable" plan for a new business and develop skills and knowledge to start and operate the business. This course "Operational Feasibility" contains six modules which help the learner systematically assess the operational feasibility of their business idea and their readiness to go into business.

**II. STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course the student will:

- 1) Determine their readiness for going into a business venture.
- 2) Evaluate the soundness of their business idea.
- 3) Outline the management and personnel responsibilities in a small business and evaluate his/her strengths as a small business owner.
- 4) Select the best form of organization for their business.
- 5) Identify their needs for professional services.
- 6) Draft his/her idea into a business plan format.

**III. TOPICS TO BE COVERED:**

1. Business Idea Analysis
2. Business Plan Outline
3. Choosing a Form of Organization
4. Choosing and Working With Professionals
5. Management and Personnel
6. Executive Summary

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**LEARNING OBJECTIVES/ACTIVITIES**

**I. BUSINESS IDEA ANALYSIS  
LEARNING OBJECTIVES**

- 1) Identify the basic paths to business ownership.
- 2) Discuss the advantages & considerations associated with Buying a Business, Franchising, & Starting a New Business.
- 3) Determine & evaluate your reasons for a career as a business owner.
- 4) Select the most appropriate path for entry into business.
- 5) Screen business ideas & choose the most appropriate.
- 6) Analyze a specific business idea & evaluate chances for success.

**LEARNING ACTIVITIES**

1. Listen to a lecture and participate in a discussion on the advantages and disadvantages of types of business ownership
2. Complete Exercise #1 & 2 on reasons for going into business and share with class.
3. Complete Marketing, Operational, Managerial Skills & Financial Checklists to determine business readiness, personal strengths & weaknesses.
4. Complete an Entrepreneurial Skills Inventory.
5. Listen and participate in a discussion of the characteristics of successful entrepreneurs.
6. Brainstorm business ideas.
7. Select three most appropriate ideas and work through screening process.

**LEARNING RESOURCES**

Choosing the Path Into Business  
Workbooks, Entrepreneurial Skills Inventory,  
Overheads

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**LEARNING OBJECTIVES/ACTIVITIES**

**2. BUSINESS PLAN OUTLINE**

**LEARNING OBJECTIVES**

1. Explain the stages of the business plan process.
2. List the steps involved in developing a business plan.
3. Outline and describe the specific part of a business plan.
4. Draft your business idea in the business plan format.

**LEARNING ACTIVITIES**

1. Participate in a group exercise planning a trip to Toronto with 3 children, spouse and mother.
2. Share with class the results of the planning exercise.
3. Listen to a presentation on the benefits of planning, The Planning Process & The Components of a Business Plan.
4. View several good business plans & poor business plans.

**3. CHOOSING A FORM OF ORGANIZATION**

**LEARNING OBJECTIVES**

1. Identify the 3 basic forms of business organizations (legal structures)
2. Explain the advantages & limitations of each form.
3. Decide on the best legal structure for your business idea.

**LEARNING ACTIVITIES**

1. View film "Forms of Business Ownership"
2. Participate in a discussion on the benefits & drawbacks of each form.
3. Complete exercise on business ownership

**LEARNING RESOURCES**

Build A Business, Workbook, Sample Business Plans, Overheads, Supplementary Handouts, Film "Business Planning"

Forms of Organization Workbook, Film Forms of Business Ownership, Chalkboard, Supplemental Handouts

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**4. CHOOSING & WORKING WITH PROFESSIONALS**

**LEARNING OBJECTIVES**

1. Identify & describe the major considerations when shopping for accountants, lawyers & other business professionals.
2. Discuss the expectations lenders & investors will have of a business proposal.
3. Define the needs of their business for each of the professional services.

**LEARNING ACTIVITIES**

Listen to presentations by:

- a) An Accountant
- b) A Lawyer
- c) A Banker
- d) An Entrepreneur

Select professionals to serve your needs.

As required by presenters

**5. MANAGEMENT & PERSONNEL**

**LEARNING OBJECTIVES**

1. Outline the key success requirements for the management of your own business
2. Summarize the workload requirement.
3. Arrange staffing loads based on workload.
4. Select a wage payment policy.
5. Complete the profile of a good employee.
6. Evaluate your own strengths and weaknesses as an owner or manager.

**LEARNING ACTIVITIES**

1. Interview a successful entrepreneur & report back to the class.
2. Participate in a class discussion of the key success requirements for small business
3. Analyze Case "Healing Hands Massage Service"

Case study #1, Film on Leadership, 2 Testing Instruments, overheads, supplemental handouts, Management/Personnel Workbook

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**LEARNING OBJECTIVES**

4. Listen to lecture & participate in class discussion on the important aspects of human resource planning.
5. View film on "Styles of Leadership"
6. Complete Leadership Styles Inventory, Situational Temperament Sorter.
7. Complete a resume of principle owners of the business for your business plan.

**LEARNING RESOURCES**

**6. WRITING THE PLAN**

**LEARNING OBJECTIVES**

1. Complete a written business plan

**LEARNING ACTIVITIES**

Compile the completed exercises in the student manuals with accumulated resources and write a business plan

Access to one instructor  
Access to computer lab  
Access to colleges AV Dept.

**7. EXECUTIVE SUMMARY  
LEARNING OBJECTIVES**

1. Outline the reasons for an executive summary.

**LEARNING ACTIVITIES**

1. Complete the executive summary questionnaire
2. List the parties to whom your executive summary is to be addressed.
3. Write an executive summary for your plan.

Build a Business Workbook  
Handout "Outline of an Executive Summary"

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**V. EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS ETC.)**

Complete 6 end of unit exercises	60%
Complete a Skeleton Business Plan	25%
Development Checklist	15%
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	100%

**VI. REQUIRED STUDENT RESOURCES**

Build a Business Student Workbook  
Text: Building a Dream, Walter G. Good

