

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP

CODE NO. : ENT130 **SEMESTER:** Three

PROGRAM: BUSINESS

AUTHOR: PENNY PERRIER

DATE: SEPT. 01 **PREVIOUS OUTLINE DATED:** SEPT 00

APPROVED:

	_____	_____
	DEAN	DATE
TOTAL CREDITS:	3	
PREREQUISITE(S):	NONE	
LENGTH OF COURSE:	16 WEEKS	
	TOTAL CREDIT HOURS:	48

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For additional information, please contact Joe Fruchter
School of Business & Hospitality
(705) 759-2554, Ext. 688

Course Name

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I. COURSE DESCRIPTION:

This course will expose the student to the challenges of an entrepreneurial career. It is intended to lead prospective small business people and potential entrepreneurs in a logical and sequential way through the conceptual stages involved in setting up a business of their own, on either a full-time or a part-time basis.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify the characteristics, objectives, and motivations of successful entrepreneurs.

Potential Elements of the Performance:

- Describe the characteristics of successful entrepreneurs.
- Describe the skills needed by entrepreneurs.
- Discuss the rewards and drawbacks of entrepreneurship.
- Explain the causes of business failure.

This learning outcome will constitute 10% of the course's grade.

2. Seek and evaluate entrepreneurial opportunities

Potential Elements of the Performance:

- Identify sources for obtaining ideas for new business ventures.
- Describe the factors to consider to assess and evaluate an existing business.
- Discuss the advantages and disadvantages of franchising.
- Evaluate franchise opportunities.

This learning outcome will constitute 20% of the course's grade.

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3. Develop a new venture business plan.

Potential Elements of the Performance:

- Define a business plan and explain its value.
- Identify competitive advantage strategies.
- Describe the role of marketing research for the new venture.
- Explain the advantages and disadvantages of the three legal forms of business ownership.
- Describe the location selection process.
- Estimate the firm's financial requirements.
- Discuss sources of financing.

This learning outcome will constitute 30% of the course's grade.

4. Design appropriate strategies for the marketing mix elements.

Potential Elements of the Performance:

- Identify product strategy alternatives.
- Select a pricing strategy.
- Determine the blend of promotional activities.
- Describe the major considerations in structuring a distribution plan.

This learning outcome will constitute 20% of the course's grade.

5. Discuss the distinctive features of small firm management.

Potential Elements of the Performance:

- Explain the stages of growth and implications for management.
- Discuss the challenges of employee recruitment and selection.
- Explain the factors to consider in choosing suppliers and how to maintain good relationships with suppliers.

This learning outcome will constitute 10% of the course's grade.

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6. Identify methods used to evaluate financial performance.

Potential Elements of the Performance:

- Demonstrate an understanding of financial ratio analysis.
- Identify the important issues in managing a firm's cash flows.

This learning outcome will constitute 10% of the course's grade.

III. TOPICS:

1. Entrepreneurship, its relationship to small and large business in Canada.
2. Buy a business, franchise or start from scratch.
3. Developing a business plan.
4. Strategies for the 4 P's.
5. Management challenges.
6. Financial performance

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Text: "Small Business Management, An Entrepreneurial Approach,"
Canadian Edition

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V. EVALUATION PROCESS/GRADING SYSTEM:

Students will be evaluated on the following basis:

Mid-term test	30%
Final test OR Completion of a Business Plan	40%
Assignments (to be announced)	30%
Total	100%

Note: Students will have the **OPTION** of completing a business plan for a venture of their choosing OR write the final test based on the entire semester work.

There will be no Rewrites of Individual Tests

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The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

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Plagiarism

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Methodology:

A variety of methods may be employed to cover the course content. These may include headings, lecture, discussion and study groups. Students will be required to read and understand the relevant chapters of the textbook and other assigned readings.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.