

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: Entrepreneurship

CODE NO.: ENT1300 **SEMESTER:** 02F

PROGRAM: Various

AUTHOR: J.Cavaliere

DATE: May 2002 **PREVIOUS OUTLINE DATED:** September 2001

APPROVED: _____
DEAN **DATE**

TOTAL CREDITS 3

PREREQUISITE(S): none

LENGTH OF COURSE: 16 weeks **TOTAL CREDITHOURS:** 64

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For additional information, please contact _____, School of _____, (705) 759-2554, Ext. _____.

I. COURSE DESCRIPTION: This course enables the student to acquire the knowledge required to understand the concepts utilized in planning the set up of a small business. Students will be able to identify the conceptual and logical sequence that is followed when establishing a small business.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:
(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

A. Learning Outcomes:

1. Identify the characteristics, objectives and motivations of successful entrepreneurs.
2. Seek and identify entrepreneurial opportunities.
3. Develop a new venture Business Plan.
4. Design appropriate strategies for Marketing Mix elements.
5. Identify the distinctive Management techniques used in a small firm..

B. 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

Elements of the Performance:

- Describe the characteristics of successful entrepreneurs.
- Describe the skills required by entrepreneurs.
- Identify the rewards and pitfalls of entrepreneurship.
- Identify the causes for small business failure.

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

2. Seek and identify entrepreneurial opportunities.

Elements of the performance:

- Identify sources that can be used to obtain ideas for new business ventures.
- Describe the criteria used to assess and evaluate an existing small business.
- Identify the advantages and disadvantages of Franchising.
- Evaluate potential Franchise opportunities.

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

3. Develop a new venture Business Plan.

Elements of the performance:

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

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

4. Design appropriate strategies for Marketing Mix elements

Elements of the performance:

- Identify product strategy alternatives.
- Select a pricing strategy.
- Develop the blend of promotional activities.
- Describe the criteria used to structure a distribution plan.

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

5. Identify the distinctive Management techniques used in a small firm

Elements of the performance:

- Explain the stages of growth and the implications for management.
- Discuss the challenges of employee recruitment and selection.
- Explain the selection process when deciding upon suppliers.
- Demonstrate the understanding of Financial Ratio Analysis used by Managers.
- Identify the critical issues relating to managing a firm's cash flow.

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

III. EVALUATION PROCESS/GRADING SYSTEM

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 – limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see Policies & Procedures Manual - Deferred Grades and Make-up).	
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.	

Students will be evaluated on the following basis:

TESTS: The total weighting of the three tests will represent 70% of the final term grade. The tests will be administered during the term. Two weeks notice will be provided prior to each Test.

Assignments:

The total weighting of the two assignments will represent 30% of the final term grade. Assignments will not be accepted or graded if not submitted by the due date.

IV. SPECIAL NOTES:

- Special Needs
If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 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 post-secondary institutions.
- Course Modification
The instructor reserves the right to modify the course as deemed necessary to meet the needs of students.

V. REQUIRED RESOURCES/TEXTS/MATERIALS:

Small Business Management, An Entrepreneurial Emphasis, Canadian Edition,

Longenecker, Moore, Petty, Nelson Publishers

On-line resources providing students with a study guide and reference materials support course material. Students are advised to make good use of the companion website. The Professor may from time to time request that students complete and submit an assignment using on-line resources.

Library Resources: Globe and Mail Report on Business, Financial Post, Toronto Star Report on Business, Canadian Business and others.