SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Communications for Small Business II

CODE NO: ENT 110 **SEMESTER:** Two

PROGRAM: Entrepreneurship Certificate Program

INSTRUCTOR:

DATE: October 1992 **PREVIOUS OUTLINE DATED:**

APPROVED: _____ _____
                          Dean   Date

COURSE NAME: Communications for Small Business II

CODE NO.: ENT 110

TOTAL CREDIT HOURS: 24

PREREQUISITE(S): None

I. PHILOSOPHY/GOALS:

This course, designed for the Entrepreneurship program, will concentrate on various report writing skills and formal oral presentations. There will be an emphasis on primary research skills. Students must utilize a word processor for written assignments.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

1. Use primary research skills with proper reporting and documentation techniques as applied to reports and business plans.

2. Write and present memo reports.

3. Develop the Business Plan.

4. Prepare and present visual aids.

5. Prepare and present oral presentations: introductions, process, visual, reports.

III. TOPICS TO BE COVERED:

1. Primary research techniques: preparing questionnaires, survey, informative interviews. (1 - 3 hours)

2. Write effective memorandum reports that may include the following types as they relate to the specific program: accident, proposal, progress, instruction, status, informative, trip/conference, bulletin, fieldwork, evaluation, summary, process. (6 - 8 hours)

3. Prepare a working business plan to include the following components: cover page, table of contents, executive summary, description of company, market research and analysis, marketing plan, operations, human resources, financial plan, schedule, appendix. (6 - 8 hours)

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III.   TOPICS TO BE COVERED (CONT'D):

4.   Plan an effective flowchart, organizational chart, graph, table; produce effective visual (transparency, flip chart model, slide, etc.) using lettering, set-up, layout; present visual using effective oral communication skills. (3 - 5 hours)

5.   Organize and deliver informative oral presentation to include effective visuals. (6 - 10 hours)

   a)   "Icebreaker" (4 - 6 minutes)
   b)   Process (4 - 6 minutes)
   c)   Presenting Effective Visual (5 - 7 minutes)
   d)   Presenting Memo Report (7 - 10 minutes)

IV.   LEARNING ACTIVITIES   REQUIRED RESOURCES
(Optional)

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

Assignments:

1.   Memo Report (30%)
2.   Visuals (30%)
      Oral Presentations (40%)

Grading:

The following semester-end grades will be assigned to students in post-secondary courses:

Grade		Definition
A+	90 - 100%	Consistently outstanding
A	80 - 89%	Outstanding achievement
B	70 - 79%	Consistently above average achievement
C	50 - 69%	Satisfactory or acceptable achievement
R	less than 50%	The student has not achieved objectives of course and must repeat the course

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              Business II   CODE NO.:   ENT 110

VI.   REQUIRED STUDENT RESOURCES

The Random House Dictionary

Roget's Pocket Thesaurus

VII. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION: (title, publisher, edition, date, library call number if applicable - see attached example)

Periodical Section

Magazines
Articles

Audiovisual Section

Films
Filmstrips
Transparencies

VIII. SPECIAL NOTE