

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

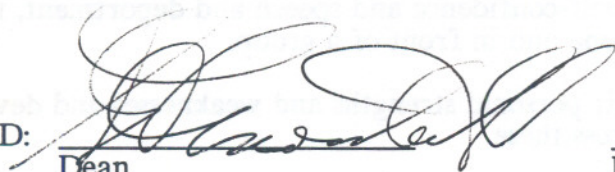
COURSE TITLE: Communications for Small Business II

CODE NO: ENT 110 SEMESTER: Two

PROGRAM: Entrepreneurship Certificate Program

INSTRUCTOR: Larry Little

DATE: January 1993 PREVIOUS OUTLINE DATED: _____

APPROVED:  93-01-21
Dean Date

COURSE NAME: Communications for Small
Business II

CODE NO.: ENT 110

TOTAL CREDIT HOURS: 24

PREREQUISITE(S): ENT 100

I. PHILOSOPHY/GOALS:

In today's business world, business owners require effective communication skills and strategies to meet the needs of their profession.

In Communications for Small Business II the students will concentrate on various report writing skills and formal oral presentations. Emphasis will be placed on effectively developing and presenting information contained in a business plan and throughout their venture.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will be expected to:

1. Write career-related memos, letters and reports.
2. Write a business plan.
3. Prepare and present visual aids.
4. Demonstrate a positive attitude towards problem solving, decision making, cooperative and collaborative teamwork.
5. Demonstrate self-confidence and speech and deportment, the ability to speak one on one and in front of a group.
6. Recognize their personal strengths and weaknesses and develop a plan of action to address these.

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III. TOPICS TO BE COVERED:

<u>Topics</u>	<u>Time Line</u>
1. Write effective letters, reports, and proposals. May include the following: <u>Letters</u> - business, introduction, job search, cover letter and resume. <u>Reports</u> - accident, progress, instructional, status, informative, evaluative, summary. <u>Proposals</u> - business plan, job specific.	6 hours
2. Plan an effective flow chart, 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.	4 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.	8 hours
4. Organize and deliver informative oral presentations to include effective visuals in short presentations, facilitating meetings, presenting proposals, conducting interviews.	6 hours
Total	<hr/> 24 hours

These are the main topics that will be covered. The students will be provided with the resources to explore other topics in communications that may be of interest.

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

Students will be evaluated on their competencies in the following areas:

Assignment

- | | | |
|----|---------------------------------------|------------|
| 1. | Writing effective letters and reports | 25% |
| 2. | Preparing effective visuals | 20% |
| 3. | Oral presentations | 30% |
| 4. | Preparing a formal business plan | <u>25%</u> |
| | | 100% |

All written assignments must be computer generated. Deadlines are important in business, assignments will be penalized a grade per day late. Specific guidelines for each assignment will be presented in class.

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

V. REQUIRED STUDENT RESOURCES

Text (To be supplied at a later date)

One 60 minute Video Cassette

One 1" 3-Ring Binder

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VI. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY AND OR AUDIO VISUAL DEPARTMENT.

List of resource materials to be supplied in class.

VII. SPECIAL NOTES

Students with special needs please see the instructor for accommodations.

This outline may be altered to suit class needs.

