

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** ENTREPRENEURSHIP

**CODE NO. :** ENT-130 **SEMESTER:** 01W

**PROGRAM:** VISUAL ARTS, CHEF TRAINING, HOTEL AND  
MANAGEMENT TRAINING

**AUTHOR:** TERRY SHEEHAN

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

**APPROVED:**

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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*

**I. COURSE DESCRIPTION:**

The students will explore the feasibility of their own business idea and assess their own compatibility with a career in entrepreneurship. The course will expose the student to the challenges of an entrepreneurial career. The students will be arranged in groups and each group will research all elements needed for a feasibility analysis of the groups business idea.

**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.)

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

- i) Compare and contrast the entrepreneur with the professional manager
- ii) Visit, and report on visit, with two successful entrepreneurs
- iii) Complete a financial assessment of your personal situation

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

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

- 2) Select one of three different entry paths toward the ownership of a business

Potential Elements of the Performance:

- i) Demonstrate the ability to find the right existing business to buy and determine the price to pay.
- ii) Compare and contrast franchise ownership with other forms
- iii) Source new ideas for beginning on your own

*This learning outcome will constitute 5% of the course's grade*

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

- 3) Protect your idea

Potential Elements of the Performance:

- i) Demonstrate knowledge of ability to apply for patent
- ii) Demonstrate knowledge of ability to register your trademark
- iii) Demonstrate knowledge of ability to protect copyright

*This learning outcome will constitute 5% of the course's grade*

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

- 4) Implement a business opportunity assessment

Potential Elements of the performance

- i) Complete the business plan workbook which will be supplied by the instructor

*This learning outcome will constitute 35% of the course's grade*

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

- 5) Gather financial information required by using primary or secondary research methods

Potential Elements of the performance

- i) List and cost all physical assets required

- ii) Determine all Organizational costs (soft costs)

- iii) Determine and cost opening day merchandise inventory (if applicable)

- iv) Determine all monthly recurring expenses

- v) Estimate cost of goods sold

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

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

- 6) Calculate financing required and methods to raise the money

Potential Elements of the performance

- i) Prepare a income statement projection
- ii) Calculate financing needed
- iii) Investigate sources of financing

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

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

- 7) Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

Potential Elements of the performance

- i) be present for all scheduled classes
- ii) be present in the lab or classroom within 5 minutes of the scheduled starting time
- iii) be present for the taking of attendance
- iv) provide a satisfactory reason for leaving the class early
- v) provide a reasonable excuse to the professor for being absent from the class
- vi) provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test.
- vii) demonstrate behavior that does not interfere with or obstruct the over-all learning environment.
- viii) actively participate in all course assignments and projects.
- ix) operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

*This learning outcome will constitute 5 % 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. Patents, trademarks and copyright
4. Market research
5. Business and marketing plans
6. Calculating and arranging finances required

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

"Building a Dream", by Good

**V. EVALUATION PROCESS/GRADING SYSTEM**

The following semester grades will be assigned to students in post secondary 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.

**Major assignments and testing**

In depth interview of two successful entrepreneurs: written report and class discussion.....	10%
Marketing research assignments (as selected).....	25%
Detailed feasibility plan of students business idea.....	40%
Written Test.....	20%
Completion of Outcome 7.....	5%

Marketing research assignments shown above may be subject to revision and re-submission by the student until they are acceptable.

All group marking will be subject to a formal peer evaluation procedure. This procedure will be explained in class

**VI. SPECIAL NOTES:**

- Special Needs  
If you are a student with special needs (e.g. 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.
- Disclaimer for Meeting the Needs of the Learners
- Substitute Course Information is available at the Registrar's Office.
- Any Other Special Notes appropriate to your course.

**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: