

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Business I  
**CODE NO. :** PHT202 **SEMESTER:** 2  
**PROGRAM:** Digital Photography and Imaging  
**AUTHOR:** Brian Tremblay  
**DATE:** January 2013 **PREVIOUS OUTLINE DATED:** January 2012  
**APPROVED:** "Colin Kirkwood" Jan. 14/13

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**DEAN**

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**DATE**

**TOTAL CREDITS:** 2  
**PREREQUISITE(S):** College and program admission requirements.  
**HOURS/WEEK:** 2

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*School of Environment, Design and Business*  
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**I. COURSE DESCRIPTION:**

Business I – Students will learn the basic business practices on how to run a photography business. They will learn basic book keeping, balancing a cheque book, HST, depreciation, ethics, balance sheets, profit & loss statements, incorporation, sole proprietorship, and insurance for business. Students will be able to apply this knowledge to their business and the appropriate forms and contracts necessary to operate a successful photography business.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

**1. Understand their place in the ever changing market place and how best they can create a market for themselves**

Potential Elements of the Performance:

- Create a proper price list for their services
- Make a choice in which business model best suits them

**2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.**

Potential Elements of the Performance:

- Demonstrate communication skills with in class discussions.
- Make written and visual evaluation to material presented by instructor and class.

**3. Use a variety of thinking skills to anticipate and solve problems.**

Potential Elements of the Performance:

- Demonstrate how to balance a cheque book
- Create effective cost saving measures for their business through evaluation of their needs

**4. Locate, select, organize, and document information using appropriate technology and information systems.**

Potential Elements of the Performance:

- Develop a set of books for their business
- Prepare an organized filing system for financial information
- Choose an accounting software that will best suit their needs
- How to approach a financial institution for financing

**5. Analyse, evaluate, and apply relevant information from a variety of sources.**

Potential Elements of the Performance:

- Create a business plan, marketing strategies etc.

6. **Show respect for the diverse opinions, values, belief systems, and contributions of others.**  
Potential Elements of the Performance:
  - Listen and comment in an appropriate manner to presentations by Instructor and other students.
  - Respect all types of business structures that may have diverse opinions, values, and beliefs.
7. **Manage the use of time and other resources to complete projects.**  
Potential Elements of the Performance:
  - Write test answers at appointed times using appropriate resources.
8. **Develop a price list that will be competitive and yet still remain competitive in the market**  
Potential Elements of the Performance:
  - Understand how price lists are developed and the overall cost of doing business on a daily, weekly, monthly and yearly basis
9. **Communicate effectively with clients and suppliers to provide high quality services;**  
Potential Elements of the Performance:
  - Through written and oral communication find suppliers that can provide
10. **Execute mathematical operations accurately**  
Potential Elements of the Performance:
  - Use mathematics in regards to taxes, income, cheque writing, balancing and other business related information.
11. **Apply a systematic approach to solve problems**  
Potential Elements of the Performance:
  - Study and apply systematic approaches to cost saving and alternative processes and still continue to deliver exceptional services to the client
12. **Communicate effectively with clients and suppliers to provide high quality services;**  
Potential Elements of the Performance:
  - Work with Instructors, possible business partners, and suppliers in an effective manner.

### III. TOPICS

1. Photography Business & The Canadian Dream
2. Home based and store front business model comparisons
3. Financing a photography business
4. Insurance
5. Book keeping and filing necessities
6. Fixed assets and depreciation
7. HST: Collecting and filing
8. Balance sheet & profit & loss statements/contracts & model releases
9. How to develop a price list & charge properly for your work
10. Incorporating and sole proprietorship
11. Sourcing suppliers for printing, framing and albums
12. Controlling expenses
12. Cheque writing and cheque book balancing

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

All students will be required to use tools and materials specified in the equipment list.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

All assignments are 100% of the grade.

There will be approximately 7 assignments comprising and one final exam worth 30% of the overall mark

Late assignments and resubmissions will only be accepted up until two weeks before the final day of class.

The following semester grades will be assigned to students:

| <u>Grade</u> | <u>Definition</u>  | <u>Grade Point Equivalent</u> |
|--------------|--|-------------------------------|
| A+           | 90 – 100%  | 4.00                          |
| A            | 80 – 89%   | 3.00                          |
| B            | 70 - 79%   | 2.00                          |
| C            | 60 - 69%   | 1.00                          |
| D            | 50 – 59%   | 0.00                          |
| F (Fail)     | 49% and below  |                               |
| CR (Credit)  | Credit for diploma requirements has been awarded.  |                               |
| S            | Satisfactory achievement in field /clinical placement or non-graded subject area.  |                               |
| U            | Unsatisfactory achievement in field/clinical placement or non-graded subject area.   |                               |
| X            | A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course. |                               |
| NR           | Grade not reported to Registrar's office.  |                               |
| W            | Student has withdrawn from the course without academic penalty.  |                               |

## VI. SPECIAL NOTES:

### Deductions – Lates and fails

#### **Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% deduction for being late and a 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade.

Late assignments and resubmissions will be accepted up until two weeks before the final day of classes.

#### **Fail:**

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory “D” grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

#### **Resubmission Policy:**

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards.
- The resubmitted project must be accompanied by the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.
- When comparing the original submission grade the student will receive benefit of the higher grade.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.