

CONFEDERATION COLLEGE OF APPLIED ARTS AND TECHNOLOGY

BUSINESS DIVISION

COURSE OUTLINE

Course Number: EN 200

Course Name: Securing Resources for Start-up

Credit Hours: 48

Prerequisite: None

Corequisite: None

Professor: B. MacKay

Required Texts: The Complete Canadian Small Business Guide  
Douglas A. Gray, Diana L. Gray  
1988  
McGraw-Hill Ryerson

Reference Text: ABC Federal/Provincial Assistance to Business in  
Canada  
Federal Business Development Bank

How to Prepare a Business Plan for Retail Businesses  
1989  
Ministry of Industry, Trade and Technology

How to Cost Your Services  
1986  
Ministry of Industry, Trade and Technology

Industrial Assistance Programs in Ontario  
CCH

Minding Your Own Business  
Federal Business Development Bank

Small Business Problem Solver 3: Sources of Capital  
Bank of Montreal

Small Business Management  
Balderson, 1990  
Irwin

Starting a Small Business in Ontario  
Ministry of Industry, Trade and Technology

Main Topics:

This course encompasses 3 distinct modules:

Week 1: Checklist for Business Startup

MODULE 1: Securing Capital

Week 2: Determining Financial Requirements

Week 3: Sources & Types of Financing

Week 4: Prepare A Financial Proposal

MODULE 2: Acquiring Resources

Week 5: Business Risks & Remedies

Week 6: Selecting Business Professionals

Week 7: Assessing Physical Requirements (Site/Location factors)

MODULE 3: Buying/Negotiating/Selling

Week 8

and 9: Purchasing and Negotiations

Week 10: Personal Selling Techniques

Week 11

and 12: Sales Presentations

Evaluation:

Given the nature of the course and its emphasis on skill development, students will be asked to attend and participate in all classroom activities, as well as complete the following assignments.

ASSIGNMENT #1

Prepare a start-up evaluation checklist for your venture. The checklist will be evaluated by a mentor in the business community who has successfully survived start-up.

ASSIGNMENT #2

Students will prepare a paper that explains the types of financing and sources of financing they will use for business start-up and package their report as a financial proposal.

Reference Text: continued

The Business Guide 1990-91  
Ministry of Northern Development & Mines

You Can Negotiate Anything  
Herb Cohen  
1980  
Bantam Books

Zig Ziglar's Secrets of Closing the Sale  
1986  
Zig Ziglar  
The Berkley Publishing Company

Course Description:

This course is designed to provide the student with an overview of the challenges and the various resources required for business start-up. The course will focus on preparing a financial proposal as well as developing individual skills in negotiating, and personal selling.

Learning Objectives:

Upon completion of this course the student will be able to:

- . develop criteria for selecting business professionals
- . identify the sources and types of financing required for business start-up
- . evaluate his/her ability to secure financing
- . develop a financing proposal
- . develop strategies for effective negotiations
- . conduct effective sales presentations
- . assess the physical requirements of their venture
- . develop effective purchasing strategies
- . develop criteria for choosing a site location
- . develop a checklist for startup of their venture

Evaluation: continued

ASSIGNMENT #3

Students will conduct a sales presentation on their product or service idea.


ASSIGNMENT #1	35%
ASSIGNMENT #2	25%
ASSIGNMENT #3	20%
CLASSROOM PARTICIPATION	<u>20%</u>
	100%

Assignments will be due on dates scheduled. Details will be available during the semester.

Student grading will be broken down as follows:

<u>Letter Grade</u>	<u>Percentage Attained</u>
A	80 - 100%
B	70 - 79.9%
C	60 - 69.9%
D	50 - 59.9%
F	less than 50%

Approved by:

  
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John W. Rogers  
Chair, Business Administration

December, 1991