

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Securing Startup Resources


CODE NO: ENT 111 SEMESTER : 2

PROGRAM: Entrepreneurship Certificate Program

INSTRUCTOR: Joseph Fruchter

DATE: January, 1993

PREVIOUS OUTLINE DATE New

APPROVED: 
Dean

93-01-25
Date

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SECURING RESOURCES FOR STARTUP

MAIN TOPICS:

THIS COURSE ENCOMPASSES 3 DISTINCT MODULES:

WEEK 1: CHECKLIST FOR BUSINESS STARTUP

MODULE 1: SECURING CAPITAL

- 1.DETERMINING FINANCIAL REQUIREMENTS
- 2.SOURCES AND TYPES OF FINANCING
- 3.PREPARING A FINANCIAL PROPOSAL

MODULE 2: ACQUIRING RESOURCES OTHER THAN CAPITAL

HOW AND WHERE TO FIND:

- 1.PROFESSIONAL HELP
- 2..LOCATIONS
- 3.SERVICES
- 4.SUPPLIES
- 5.PRODUCTS

MODULE 3: ACQUISITION SKILLS

- 1.NEGOTIATIONS - TRANSACTION ANALYSIS
- 2.BUYING
- 3.SELLING
- 4.LEASING
- 5.CONTRACTS
- 6.PERSONAL SELLING SKILLS

EVALUATION :

Given the nature of the course and it's emphasis on skills development students are asked to attend and participate in all classroom activities as well as complete all assignments.

GRADING:

Student Grades will be broken down as follows:

<u>Letter Grade</u>	<u>Percentage Attained</u>	<u>Definition</u>
A+	90-100%	consistently outstanding
A	80-89%	outstanding achievement
B	70-79%	consistently above average
C	55-69%	satisfactory or acceptable
R	less than 55%	The student has not achieved the objectives of this course and must repeat the course.

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REQUIRED TEXT: 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 (F.B.D.B.)

How to Prepare a Business Plan for Retail. Business 1989
Ministry of Industry Trade and Technology (M.I.T.T.)

How To Cost Your Services 1986
M.I.T.T.

Industrial Assistance Programs in Ontario
CCH

Minding Your Own Business
F.B.D.B.

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

Small Businesss Management
Balderson,1990
Irwin

Starting a Small Business in Ontario
M.I.T.T.

The Business Guide 1991-1992
Ministry of Northern development and Mines

You Can Negotiate Anything
Herb Cohen
1980
Bantam Books

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 TO MAKE A FINANCIAL PROPOSAL AS WELL AS DEVELOPING INDIVIDUAL SKILLS IN NEGOTIATING AND PERSONAL SELLING.

LEARNING OBJECTIVES:

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

- * Develop criteria for selecting business professionals**
- * Identify the sources and types of financing required for business start-up**
- * Evaluate his or her ability to secure financing**
- * Develop a financial 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 startup checklist for their venture**

EVALUATION:

There will be three assignments as well as three case studies. Every effort will be made to integrate these assignments with those from other courses.

ASSIGNMENT 1: Students will prepare a paper that explains the type of financing and sources of financing they plan to use for their business start-up and package their report as a financial proposal.

ASSIGNMENT 2: Prepare a start-up evaluation checklist for your venture. The checklist will be evaluated for completeness and depth of thought.

ASSIGNMENT 3: Students will conduct a sales presentation on their product or service idea.

MARKS:

ASSIGNMENT 1:	20 %
ASSIGNMENT 2:	30%
ASSIGNMENT 3:	20%
CASE STUDIES	15%
PARTICIPATION	<u>15%</u>
	100%

