# SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

## SAULT STE. MARIE, ON

## <u>COURSE OUTLINE</u>

**COURSE TITLE:** Small Enterprise Development

**CODE NO:** ENT 116        **SEMESTER:** Two

**PROGRAM:** Entrepreneurship Certificate Program

**PROFESSOR:** James Siltala

**DATE:** January 1993       **PREVIOUS OUTLINE DATED:** New

**APPROVED:** _____     _____

      Dean                                       Date

COURSE NAME: Small Enterprise
Development                                    CODE NO.:     ENT 116

TOTAL CREDIT HOURS:   24

PREREQUISITE(S):  None

## I.    PHILOSOPHY/GOALS:

This course focuses on the small business environment and the evolution and growth of individual enterprises.  Students will be exposed to various issues which impact upon business development and the change required within their organizations to manage growth.

## II.    STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

1.    identify the various stages of development that their business can expect to occur

2.    assess the impact that change or potential change can have on their business idea and how to effectively adjust to that change

3.    develop possible growth strategies for their business.

## III.    TOPICS TO BE COVERED:

This course introduces students to the evolution and growth of small businesses, identifying distinct development stages.  Students will be familiarized with the changing role of the entrepreneur, and issues which impact on the development of the firm such as business cycles, technological changes, etc.  Students will be exposed to several growth strategies, including franchising.

### Module One:  Business Development

Weeks 1/2:        Enterprise Development and Entrepreneurship (Chapter 1)

Weeks 3/4:        Environmental Impact (Chapter 2)

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## III. TOPICS TO BE COVERED (CONT'D):

Weeks 5/6:          Incubation (Pre Start-up) (Chapter 4)

Weeks 7/8:          Start-up (Chapter 5)

Weeks 9/10:         Development (Chapter 6)

Week 11:            Growth (Chapter 7)

Week 12:            Expansion/Succession (Chapter 8)

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

Overall Breakdown of Student Grade:

Student grading will be broken down as follows:

| | |
|---|---|
| Classroom Participation | 20% |
| Assignment #1 | 40% |
| Assignment #2 | 40% |
| Total | 100% |

Each student's grade will be based on the College's grading system:

| Letter Grade | | Definition |
|---|---|---|
| A+ | 90 - 100% | Consistently outstanding |
| A | 80 - 89% | Outstanding achievement |
| B | 70 - 79% | Consistently above average achievement |
| C | 55 - 69% | Satisfactory or acceptable achievement |
| R | less than 55% | The student has not achieved objectives of course and must repeat the course |

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## V.        REQUIRED STUDENT RESOURCES

Required Text:          Entrepreneurship and Enterprise Development
                        Raymond Kao
                        Holt, Rhinehart and Winston

Reference Texts
and Materials:          Beyond Survival
                        L. Danco
                        Prentice Hall

                        Developing New Ventures
                        W.M. Greenfield
                        Harper & Row

                        The Complete Canadian Small Business Guide
                        Douglas Gray/Diana Lynn Gray
                        McGraw-Hill Ryerson

                        New Venture Creation - 2nd Edition
                        A Guide to Entrepreneurship
                        Jeffrey Timmons
                        Irwin

                        New Venture Strategies
                        Karl Vesper
                        Prentice Hall, 1990

                        Readings in New Venture Development
                        Walter Good
                        McGraw-Hill Ryerson