SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Communications for Small Business II

CODE NO: ENT 110   SEMESTER: Two

PROGRAM: Entrepreneurship Certificate Program

INSTRUCTOR: A. Caputo

DATE: January, 1994   PREVIOUS OUTLINE DATED: October '93

APPROVED: _Ron M Cairo_   _94/02/23_
          Dean   Date

COURSE NAME: Communications for Small
                Business II   CODE NO.:   ENT 110

TOTAL CREDIT HOURS: 24

PREREQUISITE(S): None

I.   **PHILOSOPHY/GOALS:**

This course, designed for the Entrepreneurship program,
will concentrate on various report writing skills and
formal oral presentations. There will be an emphasis on
primary research skills. Students must utilize a word
processor for written assignments.

II.   **STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course the student will:

1. Demonstrate enhanced oral communication and
    presentation skills necessary in communicating with
    groups of various sizes and in different situations.

2. Be able to create visuals which enhance communication
    in an oral presentation situation.

3. Demonstrate persuasive techniques in written and oral
    communication.

4. Be able to create a proper resume and cover letter and
    personal fact sheet.

5. Package all components of their business plan
    professionally.

III. **TOPICS TO BE COVERED:**

1. Primary research techniques: preparing questionnaires,
    survey, informative interviews. (1 - 3 hours)

2. Write effective memorandum reports that may include the
    following types as they relate to the specific program:
    accident, proposal, progress, instruction, status,
    informative, trip/conference, bulletin, fieldwork,
    evaluation, summary, process. (6 - 8 hours)

3. Prepare a working business plan to include the
    following components: cover page, table of contents,
    executive summary, description of company, market
    research and analysis, marketing plan, operations,
    human resources, financial plan, schedule, appendix.
    (6 - 8 hours)

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

4. Plan an effective flowchart, organizational chart,
    graph, table; produce effective visual (transparency,
    flip chart model, slide, etc.) using lettering, set-up,
    layout; present visual using effective oral
    communication skills.   (3 - 5 hours)

5. Organize and deliver informative oral presentation to
    include effective visuals.   (6 - 10 hours)

    a)   "Icebreaker" (4 - 6 minutes)
    b)   Process (4 - 6 minutes)
    c)   Presenting Effective Visual (5 - 7 minutes)
    d)   Presenting Memo Report (7 - 10 minutes)

III.   **Student Evaluation**

        Assignments and Weighting:

1. Oral Presentations   65%
    - group presentation
    - presentation to a panel
    - commercial (sales pitch)
    - short informative
      presentation (individual)
    - non-verbal communication/
      body language

2. Visual used in oral
    presentation (1)   5%

3. Resume   10%
    - business plan resume/
      fact sheet
    - employment resume and
      cover letters

4. Persuasive letter (1) and
    bad news letter (1)   10%

5. Short Memo Progress Report   10%

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1. All portfolio assignments will be submitted typed and
    with proper title page.

2. Portfolio assignments should undergo a process of
    revision and editing before submission; some revision
    will take place in class, with the assistance of fellow
    students. The instructor may also return an item in
    the portfolio for resubmission if it is not done
    satisfactorily. You have the opportunity to resubmit
    these assignments in order to receive a satisfactory
    mark (if submitted early enough).

IV.   **LEARNING ACTIVITIES**   **REQUIRED RESOURCES**
       (Optional)

V.   **EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE
       REQUIREMENTS, ETC.)**

       Assignments:

       1. Memo Report (30%)
       2. Visuals (30%)
           Oral Presentations (40%)

       Grading:

       The following semester-end grades will be assigned to
       students in post-secondary courses:

Grade		Definition
A+	90 - 100%	Consistently outstanding
A	80 - 89%	Outstanding achievement
B	70 - 79%	Consistently above average achievement
C	50 - 69%	Satisfactory or acceptable achievement
R	less than 50%	The student has not achieved objectives of course and must repeat the course

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VI.   REQUIRED STUDENT RESOURCES

Business Communication Strategies & Skills, by Huseman
Stockmayer, Lahiff, and Penrose

The Random House Dictionary

Roget's Pocket Thesaurus

VII.   ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION: (title, publisher, edition, date, library call number if applicable - see attached example)

Periodical Section

Magazines
Articles

Audiovisual Section

Films
Filmstrips
Transparencies