

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: MANAGING YOUR VENTURE

CODE NO.: ENT114 SEMESTER: TWO

PROGRAM: ENTREPRENEURSHIP

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PREVIOUS OUTLINE DATED: JANUARY, 1993

New: _____ Revision: X

APPROVED: DEAN, SCHOOL OF BUSINESS & HOSPITALITY _____
DATE

MANAGING YOUR VENTURE

ENT114

COURSE NAME

COURSE CODE

TOTAL CREDIT HOURS: 3
TOTAL CONTACT (CLASS) HOURS: 3 PER WEEK (TOTAL 39)
PREREQUISITE(S): None

I. PHILOSOPHY/GOALS:

This course examines the importance of the management function in forming and maintaining an effective organization. Emphasis will be placed on a variety of approaches to management of the venture and its resources.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

1. explain the importance of strategic planning to the success of the venture.
2. develop a mission statement for their business.
3. set priorities, goals and objectives for their business.
4. explain the importance of business operational planning.
5. describe the importance of generating enthusiasm through employee involvement in all aspects of enterprise management.
6. develop methods to insure their enterprise maintains an "Entrepreneurial Spirit".
7. develop key business indicators for performance evaluation.
8. develop strategies for effective inventory control.
9. establish credit and collection policies for their business.
10. describe transaction analysis and develop basic negotiating skills.
11. analyze various business legal problems and contractual arrangements including rental, leasing, "floor plans" and other financing alternatives.
12. develop understanding of basic macro- and micro-economic principles including the impacts of a global economy and the "information superhighway."

III. TOPICS TO BE COVERED

This course encompasses three modules (NOTE: TIMING IS TENTATIVE):

Module ONE: Planning Strategies

- Week 1: Strategic Planning (Basics)
- Week 2: Developing a Mission Statement
- Week 3: Establishing Goals/Objectives

Module TWO: Managing Resources

- Week 4: Inventory Control Procedures
- Week 5: Credits & Collections
- Week 6: Customer Service
- Week 7: Legal Considerations

Module THREE: Creative Management

- Week 8: "T.V. Economics & The Global Village"
- Week 9: Effective Delegation/Motivation
- Week 10 & 11: Creative Management Strategies
- Week 12: TQM - CQI - Systems Thinking
- Week 13: Evaluating Your Progress

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

Given the nature of the course and its emphasis on skill development, students will be required to complete three (3) assignments and attend ALL classes.

Assignment #1:

Prepare a paper detailing a five year strategic plan for their business. The paper should discuss a mission statement and time-table a series of objectives.

Assignment #2:

Prepare a paper explaining how the student plans to manage the firms' resources.

Assignment #3:

Prepare a paper explaining how Creative Management Techniques could be utilized in their venture.

IV. EVALUATION METHODS (cont'd):
Overall Breakdown of Student Grade:

Student grading will be broken down as follows:

Assignment #1	25%
Assignment #2	25%
Assignment #3	25%
Quizzes & Class Participation	25%

Total	100%
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Each student's grade will be based on the Department of Business & Hospitality grading system:

Letter Grade:	Definition:
A+ 90 - 100%	Consistently outstanding
A 80 - 89%	Outstanding achievement
B 70 - 79%	Consistently above average achievement
C 60 - 69%	Satisfactory or acceptable achievement
R less than 60%	The student has not achieved objectives of the course and must repeat the course

V. STUDENT RESOURCES:

Required Text: Canadian Small Business Management
Balderson, 1990
Irwin

Reference Texts and Materials: Complete Canadian Small Business
Guide (recommended), D. Gray, McGraw-Hill Ryerson

Minding Your Own Business Series
Federal Business Development Bank

Liberation Management
Tom Peters, 1992
Alfred A. Knopf

The Fifth Discipline
Peter Senge, 1990
Doubleday/Currency

Principle-Centered Leadership
Stephen Covey, 1991
Simon & Schuster

PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of a comprehensive written and oral examination on the topics set forth above.

SPECIAL NOTES:

Students with special needs (e.g. physical limitations; visual and/or hearing impairments; learning disabilities) are encouraged to discuss required accommodations IN CONFIDENCE with the instructor.

Your Instructor reserves the right to modify the course as he deems necessary to meet the needs of the students.