

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ENTERPRISE DEVELOPMENT

CODE NO.: ENT116 SEMESTER: TWO

PROGRAM: ENTREPRENEURSHIP

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DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

ENTERPRISE DEVELOPMENT

ENT116

COURSE NAME

COURSE CODE

Total Credit Hours 48

I. PHILOSOPHY/GOALS

The course focuses on the evolution and growth of the business enterprise upon start-up. The student will be prepared for an expected a series of events as the company moves through start-up to success and expansion and to ultimate sale. The importance of continued research and development is explored. Unexpected events are discussed, specifically government interventions.

II. STUDENT PERFORMANCE OBJECTIVES

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

1. Focus the business plan to ensure the business will continue through the first two years
2. Prepare for the future when the company is experiencing dramatic growth
3. Prepare for the unexpected, as best one can

III TOPICS TO BE COVERED

1. The move from incubation to actual start-up
2. Business development stage
3. Growth stage
4. Expansion stage
5. Research and development in a small business
6. Uncontrollable factors which face us (i.e.government intervention)

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IV. LEARNING ACTIVITIES

1.0 INTRODUCTION

Upon successful completion of this unit the student will be able to:

- 1.1 Focus on the positioning of this course with respect to the course taken in the first semester and one to be taken in the second semester
- 1.2 Prepare for the teaching methods to be used including class discussion, group work, overheads, films, guest speakers, field visits and home tests
- 1.3 Understand the evaluation methods thoroughly.
- 1.4 Know the teacher's expectations regarding attendance, participation, assignments, tests and final grades

2.0 INTRODUCTION OF DEVELOPMENT- TEXT CHAPTER 1

Upon successful completion of this unit the student will be able to:

- 2.2 Understand the stages of enterprise development
- 2.3 Compare the entrepreneur to the corporate manager
- 2.4 Maintain entrepreneurial spirit in a growing concern (tough)
- 2.5 Choose between problems and opportunities

ACTIVITIES:

- 1) Reference Chapter 1: Introduction
- 2) Split class into groups and have groups share question 1 and Question 2.
- 3) Complete Case 1A: College Pro Painters. Class is to prepare question 3 for discussion

3.0 INCUBATION (PRE-STARTUP)

Upon successful completion of this unit the student will be able to:

- 3.1 Understand why business fails, common pitfalls
- 3.2 Discuss profitable twists to your venture idea
- 3.3 Recognize the difference between costs and cash
- 3.4 Define, very simply, market research...it is critical
- 3.5 Identify the five basic markets: consumer, industrial, resale, government, international
- 3.6 Take on a business partner and discuss partnership agreements
- 3.7 Use common and special(preferred) shares in a partnership
- 3.8 Discuss the use of shareholders loans
- 3.9 Discuss value of minority holdings

ACTIVITIES:

- 1) Reference Chapter 4 Incubation (pre-startup)
- 2) Assignment #1
 - Worksheet #2 P158 (to be completed in ENT111)
 - Worksheet #3 P159 (to be completed in ENT111)
- 3) Try Case 4C "Bacon and Chicken on a Sesame-seed Bun"
hand out Jack's How to Study a Case
- 4) Complete the checklist Appendix 4.1 P151

4.0 STARTUP

Upon successful completion of this unit the student will be able to:

- 4.1 Discuss supplementary product strategies
- 4.2 Discuss supplementary pricing strategies
- 4.3 Calculate distribution and pricing structures
- 4.4 Choose the best channel for your business

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- 4.5 Choose a distributor
- 4.6 Discuss sales person and sales management
- 4.7 Discuss supplementary advertising strategies
- 4.8 Select location for the retail business
- 4.9 Select a site for manufacturing concern
- 4.10 Select a site for service business
- 4.11 Set up a home based business
- 4.12 Discuss supplementary financing issues: conserving cash,
issuing shares to partners

ACTIVITIES:

- 1) Reference: Chapter 5: STARTUP
- 2) Do "Marketing and Channel Arithmetic"
- 3) Assignment#2
"The Money Plan"

5.0 DEVELOPMENT

Upon successful completion of this unit the student will be able to:

- 5.1 Identify the beginning of the development stage
- 5.2 Job 1: develop management capacity and build your human resources
- 5.3 Share information, delegating functions and tasks
- 5.4 Use a board of directors
- 5.5 Discuss new financing issues
- 5.6 Job 2: Building up assets: current and fixed
- 5.7 Job 3: Management control systems (critical...and tough)
- 5.8 Maintaining the entrepreneurial spirit

ACTIVITIES:

- 1) Reference Chapter 6 - Development
- 2) Rethink asset list previously prepared
- 3) Assignment#3
ABC Company

6.0 TEXT CHAPTER 7 - GROWTH

Upon successful completion of this unit the student will be able to:

- 6.1 Discuss the move from entrepreneurship to professionalism
- 6.2 Recognize the need for formal planning of day-to-day operations
- 6.3 Prepare operating budgets
- 6.4 Restructure the company as it grows
- 6.5 Use profit sharing or share ownership to grow
- 6.6 Recognize the values of diversification
- 6.7 Build up real asset values (property, land)

ACTIVITIES:

- 1) Reference Chapter 7 - Growth

7.0 EXPANSION - TEXT CHAPTER 8

Upon successful completion of this unit the student will be able to:

- 7.1 Recognize five patterns of growth
- 7.2 Discuss growth by franchising and acquisition
- 7.3 Discuss, again, the issue of goodwill
- 7.4 Take the firm public

8.0 GOVERNMENT INTERVENTION

Upon successful completion of this unit the student will be able to:

- 8.1 Understand governments involvement with business
- i) provide controls to protect the public interest and market behaviour
 - ii) act as a catalyst
 - iii) provide stimulation to sectors which fail to perform

V. EVALUATION METHODS

Class participation	10
Assignments	90

	100 %

A+=90-100 A=80-89 B=70-79 C=60-69 59 minus = incomplete

VI. REQUIRED STUDENT RESOURCES

Entrepreneurship and Enterprise Development
Raymond W.Y. Kao
Holt, Rinehart and Winston
ISBN 0-03-922565-8

VII ADDITIONAL REFERENCES:

Building a Dream
Walter S. Good
McGraw-Hil-Ryerson

Readings in New Venture Development
Walter S. Good
McGraw-Hil-Ryerson

Cases in New Venture Development
Walter S. Good
McGraw-Hil-Ryerson

Small Business Management Fundamentals
Szonyi . Steinhoff
Sault College Library

VII SPECIAL NOTES

Students will be required to complete case problems, questions and assignments as assigned.

Students with special needs(eg. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor.

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