

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: Economic/Development Planning

CODE NO.: NSA 233

SEMESTER: 3

PROGRAM: Native Community Worker

AUTHOR: Penny Perrier

DATE: June 1999

APPROVED:

M O'Donnell
DEAN

August 99
DATE

TOTAL CREDITS 3

PREREQUISITE(S): BUS 106 & BUS 107

LENGTH OF COURSE: 16 weeks **TOTAL CREDIT HOURS:** _____

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For additional information, please contact Mary O'Donnell, School of Arts, Liberal Studies, & Native Education, (705) 759-2554, Ext. 499.

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CODE NO.

I. COURSE DESCRIPTION: This course will provide the student with the essential skills and comprehensive knowledge required when developing an effective business plan. The student will also be introduced to the planning, designing and writing of a request for funding proposal. Such skills are imperative within the growing Community Development and Business field.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:
(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

A. Learning Outcomes:

1. Identify and evaluate potential economic/development opportunities.
2. Describe entry strategies including the legal forms of organization.
3. Conduct a feasibility study of a potential economic/development opportunity.
4. Identify major sources of funding for business start-ups.
5. Define a business plan and explain its purposes.
6. Prepare and present a business plan.
7. Prepare a proposal for funding.

B. Learning Outcomes and Elements of the Performance:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify and evaluate potential economic/development opportunities.

Elements of the performance:

- Describe sources of ideas for a new business.
- Identify criteria for the screening and evaluating of potential ideas.

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2. Describe entry strategies including the legal forms of organization.

Elements of the performance:

- Describe the more common ways people start new enterprises.
- Identify the advantages and disadvantages of each entry strategy.
- Reflect on the alternatives and judge how they fit with your specific idea, and your particular abilities and circumstances.
- Describe the most prevalent forms of business organization.
- Identify the advantages and disadvantages of the forms of business organization.

3. Conduct a feasibility study of a potential economic/development opportunity.

Elements of the performance:

- Define a feasibility study and indicate its purpose.
- Describe your business concept.
- Complete a technical evaluation.
- Determine the market for your idea.
- Complete a market assessment.
- Determine marketing strategies.
- Complete a cost and profitability assessment

4. Identify major sources of funding for business start-ups.

Elements of the performance:

- Discuss the major sources of funding.
- Identify alternative sources of funding for Aboriginal businesses.
- Understand the need to respond to sources as the criteria dictates.

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5. Define a business plan and explain its purposes.

Elements of the performance:

- Understand the role of the business plan.
- List several reasons for developing a business plan.
- Identify the type of information to include in the business plan.
- Prepare an outline for a business plan.

6. Prepare and present a business plan.

Elements of the performance:

- Prepare a detailed description of your business including industry trends and a complete description of your product/service offering.
- Identify who constitutes your primary target markets and complete a profile.
- Estimate the size of the current total market for your product or service.
- Identify each of your principal competitors.
- Estimate sales and market share.
- Discuss the prices you plan to charge for your product.
- Indicate the methods you will use to make consumers aware of your product or service.
- Describe the planned location of your business and discuss any advantages or disadvantages of this location.
- Describe the number of employees you need and their qualifications.
- Prepare pro forma financial statements.

7. Prepare a proposal for funding.

Elements of the performance:

- Indicate the amount and type (debt or equity) of funding you are looking for.
- Describe what you intend to use the money for, i.e. how will it be applied to your business.
- Provide an overview of the current financial structure of your business.
- Outline the payback period and potential return for the lender or investor.
- Indicate the collateral, or other security that is being offered.

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III. TOPICS:

- 1) Exploring New Business Ideas and Opportunities
- 2) Considering Entry Strategies
- 3) Organizing Your Business
- 4) Conducting a Feasibility Study
- 5) Arranging financing
- 6) Preparing Your Business Plan

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Building a Dream by Walter S. Good, McGraw-Hill Ryerson, ISBN 0-07-552586-0

V. EVALUATION PROCESS/GRADING SYSTEM

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.75
B	70 – 79%	3.00
C	60 – 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade – limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see Policies & Procedures Manual - Deferred Grades and Make-up).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

COURSE NAME

CODE NO.**METHOD OF EVALUATION**

Business Plan	50%
Funding Proposal	20%
Assignments, Quizzes	15%
Attendance	<u>15%</u>
Total	100%

VI. SPECIAL NOTES:

- **Special Needs**
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.
- **Retention of Course Outlines**
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.
- **Course Modification**
The instructor reserves the right to modify the course as deemed necessary to meet the needs of students.