

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP IN PARKS AND OUTDOOR RECREATION

CODE NO. : NRT2270 **SEMESTER:** 4

PROGRAM: PARKS AND OUTDOOR RECREATION TECHNICIAN

AUTHOR: MARK CROFTS

DATE: DEC 2002 **PREVIOUS OUTLINE DATED:** DEC 2001

APPROVED:

DEAN

DATE

TOTAL CREDITS: 3 CREDITS

PREREQUISITE(S): NONE

LENGTH OF COURSE: 16 WEEKS **TOTAL CREDIT HOURS:** 48

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For additional information, please contact the Dean
School of Natural Resources

I. COURSE DESCRIPTION:

Entrepreneurial principles are an important component of park management, outdoor recreation and wilderness guiding in both the private and public sectors. Students will explore these principles, current trends and opportunities in the context of parks and outdoor recreation.

Students will prepare a tender and a request for proposals. Teams will complete and present a small business plan. A job position description, poster and rating guide will be prepared. Client survey techniques specific to parks and outdoor recreation will be examined and applied. Marketing techniques will be discussed, building on the techniques developed in the Computer Applications course. Students will also research examples of strategic associations, tour packaging and partnership agreements.

This course will help prepare graduates to start up and operate a small outdoor recreation and/or ecotourism related business. Emphasis will also be placed on small business legislation, employee relations and negotiating skills.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Understand the research process and information sources for a small business start-up related to parks and outdoor recreation

Potential Elements of the Performance:

- Identify personal skills and interests and describe how these can be the basis for a business venture
- Research the marketplace to determine the need for a particular service or product
- Integrate knowledge of trends in the parks and recreation field discussed in other courses (Ecotourism, Computer Applications, Adventure Expeditions, etc.).
- Identify business-planning elements which are of special interest to this field (liability, packages, group dynamics, agency rules, industry codes of conduct, etc.)
- Describe the business registration process
- Research relevant municipal, provincial and federal regulations

- related to small business
- Visit local business development agencies

2. **Examine the options for business ownership.**

Potential Elements of the Performance:

- Compare and contrast the advantages and disadvantages associated with forms of business ownership including sole proprietorship, partnership, incorporation.
- Prepare a “Venture” format presentation to the class on a local entrepreneur involved in the parks and outdoor recreation field.

3. **Examine the financial requirements associated with starting a business.**

Potential Elements of the Performance:

- Research various private and government funding sources (family, friends, grants, loans, sale of assets, finance companies, etc.).
- Identify and compare eligibility criteria for various funding sources.

4. **Prepare a small business plan for a new venture related to natural resources.**

Potential Elements of the Performance:

- Complete a thorough business plan according to an accepted framework; Letter of Introduction, Background, Operations, Personnel, Marketing, Financial (Two year forecast and six month cash flow forecast), Summary. The Marketing section will include profiles and sub-profiles of client groups.
- Report on trends in the market based upon research from various sources. (Internet, regional/provincial tourism studies, etc.).
- Integrate products from other classes (brochure from Computer Applications/Ecotourism).
- Describe common small business expenses and deductions

- Research the market and analyze costs towards proper pricing of a product or service.
- Describe customer service principles (telephone etiquette, awareness of special needs, cultural awareness, etc.).

5. **Prepare basic job specifications, employment posters and advertisements**

Potential Elements of the Performance:

- Collect and examine various job descriptions from the field of park management and outdoor recreation
- Prepare a job description and associated statement of qualifications
- Prepare job ads (newspaper format) and job postings (e-mail format)

6. **Understand the hiring process from the employers perspective.**

Potential Elements of the Performance:

- Examine and format interview questions and rating guides.
- Recall and discuss various interview strategies and formats.
- Describe the limitations of the interview as a selection tool.
- Explain the importance of “personal suitability” to parks and recreation work, and apply strategies to measure the same in an interview
- Participate in a simulated interview by preparing interview questions, a rating guide and an interview protocol.

7. **Understand and prepare natural resource procurement documents**

Potential Elements of the Performance:

- List various purchasing procedures including; telephone quotations, sealed quotes, tenders, requests for proposals
- Prepare a bid in response to a tender document or request for proposals
- Describe specified legislation which applies to many natural resource related contracts, including; The Employment Standards Act, regulations under the Public Health Act relating to Camps in Unorganized Territories, The Occupational Health

and Safety Act, etc.

8. Understand the role of survey tools in market analysis and continuous quality improvement

Potential Elements of the Performance:

- Examine surveys conducted in parks and the tourism industry
- Design a simple computerized questionnaire (i.e. survey)
- Develop a set of instructions for an interviewer to conduct the survey
- Conduct a survey for a community partner. Analyze and report on the data

9. Understand the importance of negotiating skills to the success of many business relationships

Potential Elements of the Performance:

- Discuss various negotiating tactics
- Develop a negotiating plan
- Participate in a simulated negotiation

III. TOPICS:

1. Outline the decision making process used to determine small business viability
2. Investigation of funding sources for small business
3. Preparation of a business plan for a small business venture related to natural resources.
4. Understanding and preparation of parks and recreation related job specifications
5. Preparation of a job posting, statement of qualifications and an advertisement for the media
6. Preparation of a natural resources job interview and questions and rating template

7. Prepare a "Venture" style presentation to the class on a local entrepreneur involved in the parks and outdoor recreation field
8. Demonstrate principals used in the management of human resources
9. Negotiating skills and techniques
10. Purchasing options used in the private and public sectors

IV. REQUIRED RESOURCES/TEXTS/MATERIALS

Natural Resources Entrepreneurship NRT 2260 Study Guide

Cloutier, R. 1998. The Business of Adventure: Developing a Business in Adventure Tourism. 130 pp. Bhudak Consultants. ISBN 0-0682474-0-7

Ontario SuperHost Training package (Completed in Parks Operations, Semester One).

V.

EVALUATION PROCESS

Assignments

Job specs, Statement of qualifications	10%
Job interview - questions/rating guide	10%
Job posting, advertisement	5%
Tender/RFP Response document	10%
Small business plan	30%
Market survey	15%
Local entrepreneur case study report	20%

VI. EVALUATION PROCESS/GRADING SYSTEM:

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

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00

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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.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
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.	

VII. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 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 postsecondary institutions.

Plagiarism

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

The instructor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VIII. 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 the following:

IX. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.

X. COURSE POLICIES:

Attendance:

Attendance at labs, lectures and field trips is important. There is a great deal of effort in planning, scheduling, budgeting, etc. involved in all aspects of the course. Students must attend 70% of scheduled classes in order to receive a "C" grade, unless there are exceptional circumstances.

A field trip schedule will be provided to students at the beginning of the semester. Graded **quizzes will be given at the end of each trip.**

Notetaking:

While the course texts are a significant source of information for the course, they are not the only source. Students must take notes summarizing additional material that is presented in class. All material is valid test material.

Rewrites/Supplementary Exams:

There will be no rewrites/supplementary exams in this course unless in exceptional circumstances.

Assignments:

All assignments must be submitted on time, or be **penalized 10% of the mark per day including weekends.** Check each assignment for the due date and time. Anything handed in past this time is late. Assignments must be word-processed, double-spaced and follow other formatting specifications outlined by the instructor. Students are responsible for ensuring that their assignments are received by the instructor.

Class Conduct:

Classes will be conducted in the same manner as would a meeting in the work place environment. Eating is not permitted, except for light snacks during group work or study periods.