

I. COURSE DESCRIPTION:

This course will guide the business person through the process of setting up a business. Content areas include feasibility study, forms of ownership, financing, operations, marketing plans and personal skills. In short, this course will help transform your business idea into a functional business.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Write and develop a Business Plan.
2. Understand the needs to market the business.
3. Understand the financial needs of a business and how to locate resources.
4. Understand the need to manage people to grow your business.
5. Understand various styles of business and what form best fits your business concept.
6. Recognize your personal skill levels, financial levels to decide on the practicality of starting your own business.

TOPICS:

A. Starting a New Business

1. The Concept
2. Feasibility
3. Marketing
4. Operations
5. Finances

B. Alternative Start-up Methods

1. The Purchase Alternative
2. The Franchise Alternative
3. The Family Firm Alternative

C. Small Business Management for the Long Term

1. Managing for growth
2. Managing for Efficiency
3. Developing Entrepreneurship

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**Business Plan Business Reality**

Starting and Managing Your Own Business in Canada

James R. Skinner

V. EVALUATION PROCESS/GRADING SYSTEM:

In Class	Attendance/ participation	20%
Mid term Test	Following Week 5	20%
Assignment	Business Plan	30%
Final Test	Week 10	30%

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	
A	80 – 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.