

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Business I

CODE NO. : PHT202 **SEMESTER:** 2

PROGRAM: Digital Photography and Imaging

AUTHOR: Brian Tremblay

DATE: January 2016 **PREVIOUS OUTLINE DATED:** January 2015

APPROVED: "Colin Kirkwood" Dec/15

DEAN **DATE**

TOTAL CREDITS: 2

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 2

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I. COURSE DESCRIPTION:

Business I – Students will learn the basic business practices on how to run a photography business. They will learn basic book keeping, balancing a cheque book, HST, depreciation, ethics, balance sheets, profit & loss statements, incorporation, sole proprietorship, and insurance for business. Students will be able to apply this knowledge to their business and the appropriate forms and contracts necessary to operate a successful photography business.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. The graduate has reliably demonstrated the ability to develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development.

Potential Elements of the Performance:

- Create a proper price list for their services
- Make a choice in which business model best suits them
- Demonstrate communication skills with in class discussions.
- Make written and visual evaluation to material presented by instructor and class.
- Study and apply systematic approaches to cost saving and alternative processes and still continue to deliver exceptional services to the client
- Solicit and identify resources and opportunities to pursue ongoing professional development activities (e.g., seminars/conferences, continuing education courses, certifications, trade shows)
- Seek out opportunities to gain additional experience in specialized fields of the photography industry (e.g., commercial, fashion, weddings, photojournalism)
- Network with other photography professionals using social media, forums and blogs
- Identify the role of associations or organizations that promote or advocate for the photography industry

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2. The graduate has reliably demonstrated the ability to use business planning and administrative skills to support and maintain a photography business.

Potential Elements of the Performance:

- Demonstrate how to balance a cheque book
- Create effective cost saving measures for their business through evaluation of their needs
- Develop a set of books for their business
- Prepare an organized filing system for financial information
- Choose an accounting software that will best suit their needs
- How to approach a financial institution for financing
- Assess and anticipate market needs in order to offer and promote relevant products and services
- Communicate with clients to determine needs, establish goals, benchmarks and deadlines for delivery of work, provide status updates and obtain and respond to feedback on client satisfaction
- Determine the resources required and establish sufficient timelines and budgets to obtain them for each step of the assignment
- Establish and maintain a contact log of clients, suppliers and additional resource contacts
- Complete work in a timely fashion and meet established milestones and deadlines
- Select and use appropriate tools and techniques as well as business principles to plan, manage and track tasks and workflow from initial concept and execution to final production and delivery of work, and fulfilment of contract
- Obtain and use information on insurance and liability matters as they relate to the operation of a business • Outline a basic business plan which includes cost and profit projections (e.g., startup and recurrent costs, equipment renewal and depreciation, printing costs, profit margins for various services, etc.)
- Plan an approach to access potential funding and revenue sources (e.g., bank or lending institutions, short-, medium- and long-term financing, etc.)

3. The graduate has reliably demonstrated the ability to use a variety of marketing tools and strategies that effectively promote photographic products and services.

Potential Elements of the Performance:

- Create and establish effective and competitive prices for their photography
- Analyze the cost of doing business and how to use that to price their work profitably
- Understand how price lists are developed and the overall cost of doing business on a daily, weekly, monthly and yearly basis
- Research established business competitors, their services and products, their target markets and clientele
- Devise competitive pricing structures and rates for services and products that lead to profitability
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4. The graduate has reliably demonstrated the ability to complete all work in a professional and ethical manner and in accordance with legal requirements

applicable to the photography industry.Potential Elements of the Performance:

- Students will review copyright, privacy, tax and digital privacy and marketing laws.
- Apply knowledge of all relevant legislation pertaining to copyright, property trespass and business practices (e.g., Copyright Modernization Act, 2012, Trespass to Property Act, 1990, Consumer Protection Act, 2002)
- Respect and protect the right to privacy of clients as well as subjects used in photographs
- Establish protocols to inform clients and protect their rights as well as those of photographers in the use or sale of images produced for the client and for publication purposes
- Prepare contracts for use with clients and releases related to subjects to be photographed (e.g., models, property, art)
- Resolve issues related to professional and ethical conduct as well as the acquisition, use, distribution and/or publication of photographic images
- Adhere to the ethical guidelines set forth by the Canadian Association of Journalists as they apply to the use of photography for photojournalism purposes
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5. Show respect for the diverse opinions, values, belief systems, and contributions of others.Potential Elements of the Performance:

- Listen and comment in an appropriate manner to presentations by Instructor and other students.
- Respect all types of business structures that may have diverse opinions, values, and beliefs.

6. Manage the use of time and other resources to complete projects.Potential Elements of the Performance:

- Write test answers at appointed times using appropriate resources.

7. Communicate effectively with clients and suppliers to provide high quality services;Potential Elements of the Performance:

- Through written and oral communication find suppliers that can provide services in order to operate a photography business

8. Execute mathematical operations accuratelyPotential Elements of the Performance:

- Use mathematics in regards to taxes, income, cheque writing, balancing and other business related information.

9. Communicate effectively with clients and suppliers to provide high quality services;Potential Elements of the Performance:

- Work with Instructors, possible business partners, and suppliers in an effective manner.

III. TOPICS

1. Photography business model evaluation
2. Home based and store front business model comparisons
3. Financing a photography business
4. Insurance
5. Book keeping and filing necessities
6. Fixed assets and depreciation
7. HST: Collecting and filing
8. Balance sheet & profit & loss statements/contracts & model releases
9. How to develop a price list & charge properly for your work
10. Incorporating and sole proprietorship
11. Sourcing suppliers for printing, framing and albums
12. Controlling expenses
12. Cheque writing and cheque book balancing

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will be weighted equally and will constitute 100% of the student's final grade. An assignment that is missing or below a minimum standard of a D, is equivalent to course objectives not achieved, which results in an "F" (fail) grade for the course.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of class.

Attendance:

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course. Ex: 3 classes missed = 30% deducted from final grade.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
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:

Course Outline Amendments:

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

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.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a

challenge exam or portfolio.

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

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to

approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

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. *It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.*

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of <choose November, March, or June> will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% deduction for being late and a 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade.

Late assignments and resubmissions will be accepted up until two weeks before the final day of this class.

Fail:

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor's specific instructions.

Maximum grade for a failed re-submitted assignment is "C".

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards.
- The resubmitted project must be accompanied by the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the last day of this class.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.
- When comparing the original submission grade the student will receive benefit of the higher grade.

VII. COURSE OUTLINE ADDENDUM:

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