

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: BUSINESS PLAN DEVELOPMENT

CODE NO.: ENT118 SEMESTER: II

PROGRAM: ENTREPRENEURSHIP CERTIFICATE PROGRAM

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DATE: JANUARY, 1994

PREVIOUS OUTLINE DATED: JANUARY, 1993

New: _____ Revision: X

APPROVED: *Bore McLeis*
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

94/01/19
DATE

COURSE NAME: Business Plan Development CODE NO. ENT118

TOTAL CREDIT HOURS: 24 Hours

PREREQUISITE(S): All prior Entrepreneurship Courses

I. PHILOSOPHY/GOALS:

This course will focus on the development of a completed business plan. Through the use of classroom and advisory hours the students will assess and compile the information necessary to develop a start up business plan or a plan for an existing business. Students will present their plan in written and oral form to an advisory committee comprised of faculty and business professionals.

II. STUDENT PERFORMANCE OBJECTIVES:

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

1. Assess the information needed to complete a business plan.
2. Develop a comprehensive marketing, production, financial and operational strategy for the business.
3. Establish both short and long term goals for the venture.
4. Compile and correlate the financial requirements of the business
5. Package and present a proposal (business plan) for funding and or approval.

III. TOPICS TO BE COVERED:

Classroom assigned hours will be used to review the key areas of the business plan and provide an opportunity for classroom discussion.

Advisory hours - each student will be expected to meet with each faculty advisor at least once a week. The length of the meeting will be established between faculty and the student to accommodate all student needs. Students will also be expected to access the resources of the Advisory Committee prior to presenting their business plan.

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IV. METHOD OF EVALUATION

A final grade will be derived as follows:

a)	Utilizing available resources (advisors) etc.	25%
b)	The Business Plan Preparation	
	1) Content (detailed marking criteria will be supplied)	60%
	2) Presentation of Plan	15%
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		100%

GRADING

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

Grade	Definition
A+ 90 - 100%	Consistently Outstanding
A 80 - 89%	Outstanding
B 70 - 79%	Above Average
C 60 - 69%	Satisfactory
R less than 59%	Objectives not achieved

V. RESOURCE MATERIALS

All materials used in prior courses.

VI. ADDITIONAL RESOURCE MATERIALS

Reference Texts
Canadian Small Business Management, Balderson
Building A Dream, W. Good
Complete Canadian Small Business Guide, D. Gray

VII. SPECIAL NOTES

Students with special needs are encouraged to discuss required accommodations confidentially with the instructor.

NOTE: This outline may be changed to suit class needs