

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

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP

CODE NO.: ENT130 SEMESTER: TWO

PROGRAM: CHEF TRAINING

AUTHOR: _____

DATE: JANUARY, 1995

PREVIOUS OUTLINE
DATED: _____

New: X Revision: _____

APPROVED: DEAN, SCHOOL OF BUSINESS & HOSPITALITY _____
DATE

ENTREPRENEURSHIP

ENT130

COURSE NAME

COURSE CODE

CREDIT HOURS: 45 Hours

PREREQUISITE: None

SUBJECT DESCRIPTION:

Entrepreneurship provides an introduction and overview of the entrepreneurial phenomenon. It will permit students to understand the role of entrepreneurship in the economy and it will expose them to the challenges of an entrepreneurial career. Unlike subjects in business management, this subject focusses on business creation and growth. The students will have an opportunity to explore their own compatibility with a career in entrepreneurship.

LEARNING OBJECTIVES:

The student will be able to:

- explain what is meant by entrepreneurship
- describe the contributions and role of entrepreneurship in the Canadian economy
- identify in detail the characteristics, objectives and motivations of successful entrepreneurs
- describe ten different types of entrepreneurs
- describe ten different entry paths into entrepreneurship
- identify five different business formats and explain the relative advantages and disadvantages of each
- employ fifteen linear and non-linear creative thinking techniques
- describe numerous informal methods of business opportunity identification
- carry out a business opportunity assessment
- explain the role, structure and utilization of basic business plans
- identify success and failure factors for th entrepreneurs and new businesses
- explain the changing role of a entrepreneur in a growing firm

ENTREPRENEURSHIP

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MAIN TOPICS

	APPROXIMATE TIMELINE (IN WEEKS)
1. Introduction and course overview.	
2. What is entrepreneurship? What are entrepreneurial activities? Why is entrepreneurship important? What is its societal role? What kind of environment is supportive of entrepreneurship?	1
3. What is an entrepreneur? Characteristics of successful entrepreneurs. The objectives and motivation of entrepreneurs. Entry patterns into entrepreneurship. Different types of entrepreneurs.	2
4. New venture forms. The part time business (moon-lighting). The sole proprietorship, partnerships, incorporation, franchising, buying an existing firm.	2
5. Creative thinking, opportunity identification and opportunity assessment.	3
6. The importance of planning for business success. Planning approaches and the avoidance of analysis paralysis. Basic business plans.	2
7. Economic analysis and market analysis.	1
8. The entrepreneurs resource requirements - financial, equipment and facilities, personnel.	2
9. Success factors and failure factors for the entrepreneur.	1
10. Firm growth and the changing role of the entrepreneur.	1
11. Course summary. Quo Vadis?	

ENTREPRENEURSHIP

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EVALUATION:

<u>LETTER GRADE</u>	<u>PERCENTAGE ATTAINED</u>
A+	90-100
A	80-89
B	70-79
C	60-69
R	repeat

The student's overall or final grade will be based on his/her performance in a series of individual activities. These are listed below along with the percentage of the overall grade associated with each.

<u>ACTIVITY</u>	<u>PERCENTAGE OF FINAL GRADE</u>
Classroom participation	10%
Individual Projects:	
1. Indepth interview of two entrepreneurs and a paper describing their individual entrepreneurial stories.	15%
2. Entrepreneurship self-assessment exercise.	10%
3. Detailed opportunity analysis plan for one high potential idea, with a class oral presentation of the proposal.	40%
Final Exam	25%
TOTAL	100%

REQUIRED TEXTBOOKS:

Readings in New Venture Development, Walter S. Good, McGraw-Hill

The New Entrepreneurs: 75 Canadian Success Stories, Allan Gould, McClelland & Stewart/Bantam

Reference Texts to be discussed in class

ASSIGNMENTS AND STUDENT EVALUATION

This course employs class participation and written learning assignments as the basis for 75% of the overall grade of the student. The remaining 25% of the overall grade is based on the student's performance in the final exam. This approach places significant emphasis on learning by doing rather than learning through memorization and repetition.

Ten percent of the student grade is based on class participation. Since one has to be present in order to participate, students who cut class will find their grade cut accordingly. Five percent of the overall grade is allotted for a presentation in class of the student's business opportunity idea from assignment #3.

The three "learning-by-doing" assignments are to be typed and turned in on or before the due dates. Penalties will be levied for late papers resulting in a lower grade. Any assignment that fails to meet the minimum required number of full, normally-typed pages will not be accepted. Classroom hand-out materials and class discussions will provide the student with guidance for these assignments. Details of the three assignments are given below.

(1) Interview of two entrepreneurs (worth 15% of final grade)

The first written exercise is a paper of no less than five typed pages and no more than ten typed pages, summarizing the findings of interviews with two entrepreneurs. The purpose of this exercise is multiple. It will get the student out into the business community and beginning to network. The interviews are meant to be learning exercises - drawing on the experiences of practicing entrepreneurs and seeking insights.

(2) Entrepreneurship self-assessment exercise (worth 10% of final grade)

The student entrepreneurship self-assessment exercise is meant to focus the student's attention on those personal traits and abilities that will be useful in an entrepreneurship career. It will also focus attention on those areas in which the student is not well-endowed. A paper of four to five pages (typed) is required for this exercise.

ASSIGNMENTS & STUDENT EVALUATION (cont'd)

- (3) **Business Opportunity Assessment (paper worth 35% of final grade and short classroom presentation worth 5% of final grade)**

For this assignment the student is required to come up with an idea for a possible business and to carry out the basics of a business opportunity assessment. The idea is to give the student experience in focussing on key issues affecting the commercial viability of a possible new business. A business opportunity assessment is something like a feasibility study. It is an intermediate stage in business idea development where a person decides whether or not an idea is worth pursuing to the point of developing a business plan. This assignment should be no less than eight typed pages in length and no more than fifteen.

SPECIAL NOTES:

Students with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of students.