

SAULT COLLEGE OF APPLIED ARTS  
& TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP

CODE NUMBER: ENT130-3

PROGRAM: CHEF TRAINING, HRM & G.A.S.

SEMESTER: TWO/FOUR

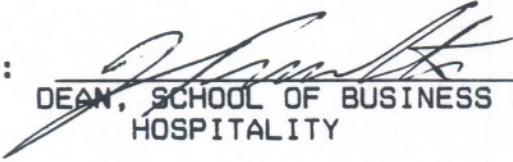
AUTHORS: JIM SILTALA & STAN PRATT

DATE: JANUARY, 1996

PREVIOUS OUTLINE: JANUARY, 1995

New: \_\_\_\_\_ Revision: X \_\_\_\_\_

APPROVED:

  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

04 Jan 95  
DATE

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TOTAL CREDIT HOURS: THREE

CONTACT (CLASS) HOURS PER WEEK:  
THREE (3)

PREREQUISITE: None

COURSE DESCRIPTION:

The students will have an opportunity to explore the feasibility of their own business idea and to assess their own compatibility with a career in entrepreneurship. It will expose the student to the challenges of an entrepreneurial career. This course focuses on business creation.

LEARNING OUTCOMES:

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

- ▶ describe the contributions and role of entrepreneurship in the Canadian economy.
- ▶ identify in detail the characteristics, objectives and motivations of successful entrepreneurs.
- ▶ describe different types of entrepreneurs.
- ▶ describe different entry paths into entrepreneurship.
- ▶ identify different business formats and explain the relative advantages and disadvantages of each.
- ▶ describe numerous informal methods of business opportunity identification.
- ▶ plan and implement a marketing opportunity assessment.
- ▶ explain the role, structure and utilization of basic business plans.
- ▶ identify success and failure factors for entrepreneurs and new businesses, generally.

MAIN TOPICS:

1. Introduction and course overview.
2. What is entrepreneurship? What are entrepreneurial activities? Why is entrepreneurship important? What is its societal role?
3. Characteristics of successful entrepreneurs. The objectives and motivation of entrepreneurs. Entry patterns into entrepreneurship.
4. New venture forms: the part time business, the sole proprietorship, partnerships, incorporation, franchising, buying an existing firm.
5. Basic business plans -- their key elements and suggestions for preparation.
6. Market analysis -- basic principles, planning and implementation considerations.

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EVALUATION:

The grading both of individual tests and the overall grade will be based on the following scale:

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding achievement
B	70% - 79%	Consistently above average achievement
C	60% - 69%	Satisfactory or acceptable achievement
R	under 60%	Repeat -- the student has not achieved the objectives of the course and must repeat it.

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:</u>
A)	Classroom participation and individual entrepreneurial assessment	20 %
B)	Individual Projects (2): In depth interview of two entrepreneurs and a paper on each describing their individual entrepreneurial experiences.	20 %
C)	Detailed marketing analysis for student's business	40 %
D)	Final Exam	20 %
	TOTAL	<u>100 %</u>

TEXTBOOKS:

**REQUIRED:** Building A Dream, 2d Ed.; W.S.Good, McGraw-Hill, 1995.

**SUGGESTED:**

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

PROJECT DETAILS:

This course employs class participation and learning assignments as the basis for 80% of the overall grade of the student. The remaining 20% of the overall grade is based on the student's performance on the final exam. This approach places significant emphasis on learning-by-doing rather than learning through memorization and repetition.

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The "learning-by-doing" assignments are to be typed and turned in on or before the due dates. Penalties will be levied for late papers. 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 two assignments are given below.

PROJECTS 1 & 2: Interviews of two entrepreneurs

The first written exercises are two papers of no less than five, (double-spaced), word-processed or typed pages and no more than ten pages each, 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. They are meant to be learning exercises - drawing on the experiences of practising entrepreneurs and seeking insights from them.

PROJECT 3: Marketing Analysis

The student is required to prepare a marketing opportunity assessment of their own business idea. The exercise will give the student experience on key issues affecting the marketing viability of creating a new business.

IMPORTANT NOTES:

Because this course involves both intensive lectures and classroom discussions, attendance and punctuality are of paramount importance. Late arrivals can be very disruptive to the optimum learning environment for all students.

While students are primarily responsible for material in the text, the instructor reserves the option of testing students on supplemental material presented or discussed in class. It is the student's responsibility to obtain such material from fellow students in event of unexcused absence.

SPECIAL NOTES:

Students with special needs (e.g. physical limitations; visual and/or hearing impairments; learning disabilities) are encouraged to discuss required accommodations IN CONFIDENCE with the instructor.

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

FINAL (but IMPORTANT!) NOTE: Your instructor welcomes suggestions for improving both the content and conduct of this course...please make them!!!