

SAULT COLLEGE OF APPLIED ARTS
& TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP
CODE NUMBER: ENT130
PROGRAM: VARIOUS
SEMESTER: 1998W
PROFESSOR: J. SILTALA
DATE: JANUARY 1998
PREVIOUS OUTLINE: SEPTEMBER 1997
New: _____ Revision: X _____
CREDITS: 3 TOTAL CREDIT HOURS: 45
PRE-REQUISITES: none

APPROVED: _____

Joseph C. Fumelle
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

DATE: _____

Jan 5/98

I PHILOSOPHY/GOALS:

The students will explore the feasibility of their own business idea and assess their own compatibility with a career in entrepreneurship. The course will expose the student to the challenges of an entrepreneurial career. The students will be arranged in groups and each group will research all elements needed for a feasibility analysis of their own business idea.

II LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE

A Learning Outcomes

1. Identify the characteristics and motivations of successful entrepreneurs
2. Select one of three different entry paths toward the ownership of a business
3. Protect your idea
4. Implement a marketing opportunity assessment.
5. Determine monthly costs and expenses
6. Calculate financing required and methods to raise the money
7. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

B. Learning Outcomes and Elements of the Performance

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

Outcome 1: Identify the characteristics, objectives and motivations of successful entrepreneurs

Elements of the performance

- i) Compare and contrast the entrepreneur with the professional manager
- ii) Visit and report on visit with two successful entrepreneurs
- iii) Complete a personal and financial assessment of your situation

This learning outcome will constitute 10% of the course's grade

Outcome 2: Select one of three different entry paths toward the ownership of a business

Elements of the performance

- i) Find the right existing business to buy and determine the price to pay.
- ii) Compare and contrast franchise ownership
- iii) Source new ideas for beginning on your own

This learning outcome will constitute 5% of the course's grade

Outcome 3: Protect your idea

Elements of the performance

- i) Apply for patent if appropriate
- ii) Register your trademark
- iii) Obtain copyright

This learning outcome will constitute 5% of the course's grade

Outcome 4: Implement a marketing opportunity assessment.

Elements of the performance

- i) Complete the marketing plan workbook which will be supplied by the instructor

This learning outcome will constitute 35% of the course's grade

Outcome 5: Determine monthly costs and expenses

Elements of the performance

- i) Determine all monthly recurring expenses
- ii) Determine monthly cost of goods sold, if applicable

This learning outcome will constitute 20% of the course's grade

Outcome 6: Calculate financing required and methods to raise the money

Elements of the performance

- i) List and cost all physical assets required
- ii) List and cost all soft costs required
- iii) List all organizational expenses to be encountered
- iv) Investigate all sources of financing

This learning outcome will constitute 20% of the course's grade

Outcome 7: Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

Elements of the performance

- i) be present for all scheduled classes
- ii) be present in the lab or classroom within 5 minutes of the scheduled starting time
- iii) be present for the taking of attendance
- iv) provide a satisfactory reason for leaving the class early
- v) provide a reasonable excuse to the professor for being absent from the class
- vi) provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test.
- vii) demonstrate behavior that does not interfere with or obstruct the over-all learning environment.
- viii) actively participate in all course assignments and projects.

- ix) operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

This learning outcome will constitute 5 % of the course's grade

III MAIN TOPICS:

1. Entrepreneurship, its relationship to small and large business in Canada
2. Buy a business, franchise or start from scratch
3. Patents, trademarks and copyright
4. Business and marketing plans
5. Market research
6. Arranging finances

IV TEXTBOOKS:

No Text is Required

V EVALUATION PROCESS/GRADING SYSTEM

Major assignments and testing

In depth interview of two successful entrepreneurs: written paper and class discussion.....	10%
Detailed feasibility analysis of students business idea.....	60%
Marketing Research assignments (as selected).....	25%
Completion of Outcome 7.....	5%

Marketing research assignments shown above may be subject to revision and re-submission by the student. All group marking will be subject to a formal peer evaluation procedure. This procedure will be explained in class

VI TIME FRAME

The course involves three periods per week for the entire semester. Students are expected to attend class and participate in class activities

VII METHOD OF ASSESSMENT(GRADING SYSTEM)

Students will be assessed on the basis of their tests, assignments, and participation mark. The following letter grades will be assigned in accordance with Business Department guidelines.

A+	Consistently outstanding	(90%-100%)	
A	Outstanding achievement	(80%-89%)	
B	Consistently above average	(70%-79%)	
C	Satisfactory or acceptable achievement	(60%-69%)	
R	Repeat--the student has not achieved the objectives of the course and the course must be repeated	(less than 60%)	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements		

VIII SPECIAL NOTES

Special Needs

Students with special needs(e.g. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor and/or contact the special Needs Office so that support services can be arranged for you.

Plagiarism

Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

Advanced Standing

Students who have completed an equivalent post-secondary course should bring relevant documents to the Coordinator, Business Department

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

Substitute course information is available at the registrar's office.

Revisions

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