

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Entrepreneurship

CODE NO: ENT 101 SEMESTER: One

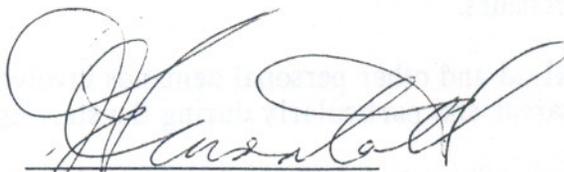
PROGRAM: Entrepreneurship Certificate Program

PROFESSOR: James Siltala

DATE: October 1992

PREVIOUS OUTLINE DATED:

APPROVED:


Dean

92-10-13

Date

COURSE NAME: Entrepreneurship

CODE NO.: ENT 101

TOTAL CREDIT HOURS: 64

PREREQUISITE(S): None

I. PHILOSOPHY/GOALS:

In this subject the student is introduced to the nature and role of entrepreneurship in the Canadian economy. The characteristics, motivations, and behaviour associated with successful entrepreneurs are examined, as are the various challenges faced by the entrepreneur endeavouring to build a new business. This information is then employed by the student to assess his/her preparedness for an entrepreneurial career. Success and failure factors in entrepreneurship are examined, as are alternative entry paths into entrepreneurship. The student is then introduced to an extensive variety of techniques for spotting business opportunities and developing business ideas for start-ups, plus the basics of business opportunity assessment.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

1. Explain what is meant by entrepreneurship.
2. Describe the contribution and role of entrepreneurship in the Canadian economy.
3. Identify the general nature of the entrepreneurial process.
4. Identify in detail the characteristics, objectives and motivations of successful entrepreneurs.
5. Identify the workload and other personal demands involved in an entrepreneurial career and particularly during the start-up stage.
6. Identify success and failure factors in entrepreneurship.
7. Conduct a self-assessment to gauge preparedness for an entrepreneurial career and to identify areas requiring special attention.
8. Employ numerous informal methods of business opportunity identification.
9. Employ fifteen linear and non-linear idea generation techniques.
10. Carry out a business opportunity assessment.

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III. TOPICS TO BE COVERED:

1. Introduction and course overview.
2. The nature and role of entrepreneurship in Canada.
3. The entrepreneur - characteristics, objectives, motivation.
4. Entrepreneurship - the workload, other personal demands, coping, success and failure factors.
5. Entrepreneurship self-assessment and its implications.
6. Methods of business opportunity identification.
7. Idea generation techniques for business.
8. Business opportunity assessment - Is the idea worth pursuing?
9. Course summary. Quo Vadis?

IV. EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS, ETC.)

Grading:

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

<u>Grade</u>	<u>Definition</u>
A+ 90 - 100%	Consistently outstanding
A 80 - 89%	Outstanding achievement
B 70 - 79%	Consistently above average achievement
C 55 - 69%	Satisfactory or acceptable achievement
R less than 55%	The student has not achieved objectives of course and must repeat the course

V. REQUIRED STUDENT RESOURCES

Readings in New Venture Development

Walter S. Good
McGraw-Hill Ryerson

Building A Dream: A Comprehensive Guide to Starting A Business of Your Own

Walter S. Good
McGraw-Hill Ryerson

