

SAULT COLLEGE OF APPLIED ARTS  
& TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ENTREPRENEURSHIP  
CODE NUMBER: ENT130  
PROGRAM: ADVERTISING ART  
SEMESTER: 1997W  
PROFESSOR: J. SILTALA  
DATE: JANUARY, 1997  
PREVIOUS OUTLINE: JANUARY, 1996  
New: \_\_\_\_\_ Revision: X \_\_\_\_\_  
CREDITS: 3 TOTAL CREDIT HOURS: 45  
PRE-REQUISITES: none

APPROVED: \_\_\_\_\_

*Joseph C. Frenkel*

DATE: \_\_\_\_\_

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DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

**I PHILOSOPHY/GOALS:**

The students will 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.

**II LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE**

**A Learning Outcomes**

1. Identify the characteristics, objectives and motivations of successful entrepreneurs
2. Select one of three different entry paths toward the ownership of a business
3. Organize your business formally and legally
4. Protect your idea
5. Implement a marketing opportunity assessment.
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 20% 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:** Organize your business formally and legally

Elements of the performance

- i) Select sole proprietorship, partnership, corporation
- ii) Chose a name
- iii) Investigate all legal requirements and tax implications

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

**Outcome 4:** 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 5:** 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 40% 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 5% 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 20 % 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. Business organizations
4. Patents, trademarks and copyright
5. Business and marketing plans
6. Arranging financing

**IV TEXTBOOKS:**

SUGGESTED: Building A Dream, 2d Ed.; Walter S. Good, McGraw-Hill, 1993, 1995

**V EVALUATION PROCESS/GRADING SYSTEM**

**Major assignments and testing**

In depth interview of two successful entrepreneurs: written paper and class discussion.....20%

Detail marketing analysis of students business idea.....40%

Completion of Outcome 7.....20%

Students will be evaluated on one written test.....20%

These assignments shown above may be subject to revision and re-submission

**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.