

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** Entrepreneurship and Business Management

**CODE NO. :** BUS112 **SEMESTER:** 1

**PROGRAM:** Computer Studies

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E4630

**DATE:** Sept. 2004

**APPROVED:**

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DEAN

\_\_\_\_\_  
DATE

**TOTAL CREDITS:**

**PREREQUISITE(S):**

**LENGTH OF COURSE:** 15 wks.

**TOTAL CREDIT HOURS:**

45

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*For additional information, please contact the Dean of the*  
*School of Business*  
*(705) 759-2554*

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**I. COURSE DESCRIPTION:**

The course is developed to provide the student with the knowledge of a broad scope of business management concepts and the integration of these concepts into the entrepreneurial process relating to establishing a business venture.

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

Upon successful completion of this course, the student will demonstrate the ability to:

1. Explain the foundations of the business system. Outline the start-up of a small business including the research and development of segments of a business plan.

Potential Elements of the Performance:

- Explain how the standard of living in a given country is affected by the total population and the amount of goods and services it can produce.
- List the five factors of production and indicate how they contribute to the gross national product.
- Name and discuss the three basic functions of an economic system.
- Identify and explain how capitalism in Canada differs from pure capitalism.
- Explain the role of profit and competition, how profit and competition act as regulators to ensure lowest pricing.
- Recognize the importance of small business to the Canadian economy.
- Explain the major advantages and disadvantages faced by small business.
- Describe the role of the entrepreneur and the characteristics of an entrepreneur.
- Select a form of business ownership and weigh the pros and cons of each.
- Identify the major items that must be addressed in a business plan and develop segments of the business plan.
- Describe the process of incorporating a business.
- Describe how businesses grow through vertical, horizontal, and conglomerate mergers.

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***This learning outcome will constitute 25% of the course's grade.***

2. Define and implement the role and organization of management.

Potential Elements of the Performance:

- Describe the management process and the basics of planning.
- Identify and explain the four functions of management.
- Develop a planning process including long and short- range plans.
- Explain why an effective management information system is important for proper control of operations.
- List and explain the various budgetary and non-budgetary methods of control.
- Explain the importance of organizational structure, formal organization and informal organization.
- Describe the major factors involved in the effective distribution of authority, and explain the meaning of span of control, delegation, accountability and chain of command.
- Compare a centralized and decentralized organization.
- Explain the difference between groups and committees and how they can be used effectively in planning and decision-making.
- Explain the importance of e-commerce and its impact on organizational structure.

***This learning outcome will constitute 25% of the course's grade.***

3. Describe various plans to manage people and implement social responsibility.

Potential Elements of the Performance:

- Explain the meaning of motivation and define the relationship between motivation, job satisfaction, leadership, and productivity.
- Describe the leadership continuum, the managerial grid, Fiedler's contingency theory of leadership, the path-goal theory and the life-cycle theory.
- Compare and contrast Japanese management techniques to North American techniques.
- Discuss motivation techniques, which can improve moral.
- List and compare various methods of recruiting employees.
- Explain the purpose of human-rights legislation and the major issues involved in employment discrimination.
- Identify the key factors in a good compensation plan, and the

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various methods of compensation.

- Recognize the necessity for staff evaluation and the problems associated with it.
- Explain the meaning of social responsibility, morals, ethics, and laws.
- Explain some of the major social and ethical issues affecting employees, consumers and the community.

***This learning outcome will constitute 25% of the course's grade.***

4. Describe and develop various production, operations, marketing, accounting and financial strategies to aid the business to success.

Potential Elements of the Performance:

- Explain the meaning of economy of scale, mechanization, standardization, automation, capacity planning, product layout, work design, demand forecasting, inventory management, distribution planning and aggregate planning.
- Clarify how MRP and just-in-time inventory contribute to efficient production.
- Explain how scheduling is different in high-volume production systems as compared to job shops, and explain the difference between loading and scheduling.
- Describe the functions and concepts of marketing.
- Explain the concept of product life cycles and their effect on a firm and its price.
- Identify and describe the four major types of promotion.
- Explain the meaning of cash flow, and prepare a cash budget for a new business.
- Identify major sources of financing.
- Explain the purpose of an accounting system, and why financial statements are essential to any organization.
- Explain the function of each of the three major accounting statements: balance sheet, income statement and statement of changes in financial position.
- Identify the most common financial ratios, and explain how they are used for control purposes.

***This learning outcome will constitute 25% of the course's grade.***

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### III. TOPICS:

1. The Canadian Business System
2. Starting and Operating a Small Business
3. Forms of Business Ownership
4. Management, Planning and Controlling
5. Organizing for Management
6. Managing People
7. Human Resource Management
8. Social Responsibility and Business
9. Production and Operations Management
10. Marketing Management
11. Accounting and Financial Management

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Business in the Canadian Environment, Seventh Edition, Peter H. Fuhrman, 0-13-089773-6

### V. EVALUATION PROCESS/GRADING SYSTEM:

The evaluation process will consist of **Four** and assignments administered during the term. Tests and assignments will be weighted as follows:

1. **Test #1:** (20%)
2. **Test #2:** (20%)
3. **Test #3:** (20%)
4. **Test #4:** (20%)
5. **Assignments** (20%)

#### Missed Tests

Students are expected to be present to write all tests with the class. If a student is unable to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the class and provide an explanation, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test. Late assignments will not be accepted.

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The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 - 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

**VI. SPECIAL NOTES:**

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with the Special Needs office.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

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### Plagiarism

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. 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. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

## **VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following:

## **VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean’s secretary. Students will be required to provide a transcript and course outline related to the course in question.