

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** Introduction to Business and Entrepreneurship  
**CODE NO. :** CSB100 **SEMESTER:** 10W  
**PROGRAM:** Information Technology Programs  
**AUTHOR:** Frank Turco  
**DATE:** Winter 2010 **PREVIOUS OUTLINE DATED:** Winter 2009  
**APPROVED:** "B. Punch"

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 2  
**PREREQUISITE(S):** None  
**HOURS/WEEK:** 2 hours per week

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## **I. COURSE DESCRIPTION:**

This course introduces students to the essential concepts of modern business practices and entrepreneurship with a focus on information technology.

The main focus of this course is to provide students with a proven “survival toolkit” upon graduation of their respective programs. It will cover the essential skills to coping, growing, striving and thriving in an ever changing technological world. Students will also be exposed to a variety of relevant and timely appreciation of approaches and opportunities when entering the workforce and civic life as an employee, an employer, a consultant, an entrepreneur, inventor or volunteer.

The student should take from this course how important it is to have essential skills and characteristics to maintain a good work ethic such as: passion, dedication, attitude, perseverance, self-esteem, goal setting, energy and enthusiasm for your career. Create a positive and winning approach to your personal and / or entrepreneurial goals.

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

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

### **A. Learning Outcomes:**

1. **Develop an understanding and personal perspective towards success, self - esteem and a mind set to achieving goals.**
2. **Appreciate the role of small business and the entrepreneurial spirit in today’s global economy.**
3. **Develop a “survival toolkit” for the entrepreneur and achieving personal goals.**
4. **As an effective team member, prepare and present a simulated entrepreneurial idea.**

## **B. Learning Outcomes and Elements of the Performance:**

### Potential Elements of the Performance:

#### **1. Develop an understanding and personal perspective toward success, self - esteem and a mind set to achieving goals.**

### Potential Elements of the Performance:

- Develop an appreciation for our social, cultural, ethnic, environmental, political, economic realities relating to employability and our global economy.
- Develop a basic understanding of structures of governments in a global economy.
- Recognize the foundations of small business and entrepreneurship
- Appreciate the characteristics of success such as: excellence, innovation, quality, anticipation, passion, pride, dedication, attitude, perseverance
- Discover what it means to be an entrepreneur and small business owner in today's economic framework
- Determine your personal strengths, weaknesses, opportunities and threats.  
Set personal expectations for efficiency, effectiveness with a changing work environment

#### **2. Appreciate the role of small business and entrepreneurship in today's ever changing global economy.**

### Potential Elements of the Performance:

- Define the various economic structures that exist in a global economy such as sole proprietors, partnerships, corporations, and entrepreneurs.
- Understand the role of employee/employer responsibilities in public, private and not for profit organizations.
- Understand the difference between entrepreneurship and employment. (ie. Freedom / Innovative Spirit vs. Security)
- Appreciate, thrive and manage the changing shape of work and its associated stresses.
- Spotting trends and opportunities.
- Be capable of assuming personal responsibility for independent research and learning.
- Review the characteristics of successful entrepreneurs.

### **3. Develop a “survival toolkit” for the entrepreneur and achieving personal goals.**

#### Potential Elements of the Performance:

- Understand business terminology
- Research the government, financial and legal requirements of starting a basic enterprise.
- Evaluate e-commerce technologies and the NEW consumer.
- Understand and analyse financial statements.
- Research the 5 p's of marketing.
- Review computer technologies used in business applications.
- Develop strategies to starting a business venture.
- Understand the necessary steps to secure financing for a business venture.
- Develop a workable business plan.
- Positioning for entrepreneurial opportunities.
- Understand legal opportunities and risk management issues.
- Analyze the financial cycle and how it relates to you.
- Understand the difference between profit and solvency.

### **4. As an effective team member, prepare and present a simulated entrepreneurial idea.**

#### Potential Elements of the Performance:

- Use knowledge gained from this course to present an effective business plan.
- Work as team members to produce the necessary documentation to substantiate your plan.
- Collaborate and research the various alternatives in making your plan work.
- Follow the guidelines and requirements as presented by the professor.

**III. TOPICS:**

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

	<b>SPECIFIC TOPICS</b>	<b>APPROXIMATE TIME</b>
1.	<b>Entrepreneurship and Personal Goals</b>	<b>3 WEEKS</b>
2.	<b>Entrepreneurial Spirit</b>	<b>3 WEEKS</b>
3.	<b>Survival Toolkit</b>	<b>6 WEEKS</b>
4.	<b>Simulated Business Plan / Presentations</b>	<b>3 WEEKS</b>

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

**smallBUSINESS - an entrepreneur's plan 5<sup>th</sup> Canadian Edition**  
**by Ron Knowles Thomson Nelson Publishing**  
**ISBN 0-17-625240-1**

**ADDITIONAL RESOURCE MATERIALS**

Additional reference material will either be given to the students or placed in the library for the student's use.

Handouts, Guidance, and Material as it relates to the individual topics.

Use of research modes such as INTERNET, Library Data Base Searches, and articles.

**REQUIRED INDIVIDUAL STUDENT RESOURCES**

Participation & Teamwork  
 Individual Research  
 Documentation

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Quizzes and/or Tests	40 %
Mini Participation Assignments	30 %
Assignments	30 %

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend. Students must have passing grades in the tests and assignments portion to pass the entire course.

- \* Students must complete and pass both the test and assignment portion of the course in order to pass the entire course.
- \* All Assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating and legitimate circumstances.
- \* The professor reserves the right to adjust the number of tests, practical tests and quizzes based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.
- \* A student who is absent for 3 or more times without any valid reason or effort to resolve the problem will result in action taken.

The following semester grades will be assigned to students:

**NOTE:** If action is to be taken, it will range from marks being deducted, to the removal from the course

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to 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:

### Course Outline Amendments:

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.

Students must achieve a passing grade in **both** the assignment and the test portions of the course.

### **Special Notes:**

1. The topics will not necessarily be covered in the order shown in this course outline. In order to pass this course the student must obtain an overall **test/quiz** average of 50% or better.
2. Assignments must be submitted by the due date according to the specifications of the instructor. Late assignments will normally be given a mark of zero. Late assignments will only be marked at the discretion of the instructor in cases where there were extenuating circumstances. Ask for permission from your professor to hand assignments in late **before** the due date.

### 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.

### Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

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

### Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

### Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

The professor reserves the right to use other tools and / or techniques that may be more applicable. These other tools and / or techniques for effective communication will be discussed, identified and presented throughout the delivery of the course content.

### Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

### Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the professor. Students are required to be in class on time and attendance will be taken within the first five minutes of class. A missed class will result in a penalty in your marks unless you have discussed your absence with the professor as described above. The penalty depends on course hours and will be applied as follows:

Course Hours	Deduction
5 hrs/week (75 hrs)	1% / hr
4 hrs/week (60 hrs)	1.5% /hr
3 hrs/week (45 hrs)	2% /hr
2 hrs/week (30 hrs)	3% /hr

Absentee reports will be discussed with each student during regular meetings with Faculty Mentors. Final penalties will be reviewed by the professor and will be at the discretion of the professor.

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default.

Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.