

SMALL BUSINESS DEVELOPMENT DIPLOMA COURSE OUTLINE

© MARITIME BUSINESS COLLEGE

It takes more than a good idea to be a successful entrepreneur in today's competitive environment. This course covers the steps in the small business process, from idea generation to managing and expanding the small business. While preparing their own business plans, students will be introduced to a variety of government and community resources available to the small business entrepreneur.

SMALL BUSINESS DEVELOPMENT

Forms of Business Organization, Small Business Launch and Management, Business Plans, Canadian Taxation, Marketing, Advertising and Sales Promotion 150 hrs

TECHNOLOGY FOR BUSINESS

Beginner Keyboarding 20 hrs
MS Windows Vista 10 hrs
MS Word 2007 Intro 30 hrs
MS Excel Level 1 30 hrs
MS PowerPoint Level 1 10 hrs
MS Outlook 10 hrs
Basic Website Design 40 hrs
Internet Marketing 50 hrs

LOOKING OUT FOR YOUR BUSINESS

Business Math 10 hrs
Bookkeeping Fundamentals 70 hrs
Computerized Accounting 50 hrs
Records Management 20 hrs

EMPLOYEE & CUSTOMER CARE

Business Communications 50 hrs
Occupational Health & Safety 20 hrs

TOTAL COURSE HOURS

570 HRS

20 weeks

Spring Intake: 5 April 2010 – 20 August 2010

Fall Intake: 7 September 2010 – 28 January 2011

Spring Intake: 7 February 2011 – 24 June 2011

CERTIFICATE AWARDED UPON SUCCESSFUL COMPLETION

EVALUATION BY TESTING (WRITTEN & PRACTICAL) AND ASSIGNMENTS

PASS 70% IN ALL SUBJECT AREAS

METHOD OF EVALUATION

*Students are tested regularly throughout the program in all subject areas. Pass for all tests and assignments is 70%. **Final marks:** cumulative average X 90% + 10% attendance. Minimum 80% overall attendance (cumulative average of attendance for all subjects) required for graduation with a diploma.*

Students who fail a particular subject may write a supplemental exam during the final month of study. The supplemental exam is based on material covered over the entire course. These exams are graded pass or fail and the highest achievable mark is 70%.

FORMS OF BUSINESS ORGANIZATION, SMALL BUSINESS LAUNCH AND MANAGEMENT, BUSINESS PLANS, CANADIAN TAXATION, MARKETING, ADVERTISING AND SALES PROMOTION

Course Hours: 150

Course Description:

It takes more than a good idea to be a successful entrepreneur in today's competitive environment. This course covers the steps in the small business process, from idea generation, through launching a venture, to managing and expanding the small business. While beginning to prepare their own business plans, students will be introduced to a variety of government and community resources available to the small business entrepreneur. The course also introduces students to the forms of business organization—sole proprietorship, partnership, and limited companies. Students review all steps and preparation of documents utilized in the incorporation process under the Nova Scotia Companies Act.

While continuing to develop and refine their business plans, students examine the issues that arise in the day-to-day operation of a small business. Through case studies of contemporary business situations, interviews, and discussion, students learn about the responsibilities of financial, organizational, and personnel management. Relevant business trips and guest speakers add practical dimensions to the course.

Students explore the principles and practices of contemporary marketing in the Canadian context. Consumer behaviour, market research, product development, and marketing communications are among the topics covered. Students learn to apply marketing principles by responding to a variety of real-life case studies and by developing their own marketing plans.

Students study the principles and techniques of relationship selling, including specific methods for developing a sales plan, approaching the customer, making the sales presentation, and closing the sale. Emphasis is placed on identifying customer needs and following up on sales to maintain long-term customer relationships. Through case studies and role play, students examine and practice various sales strategies.

Students examine Canadian Income Taxation, and how it applies to both businesses and individuals, and are provided with knowledge of the various tax credits and deductions available. Students gain an understanding of how the calculation of net income for tax purposes relates to net income calculated under generally accepted accounting principles.

Course Goals:

To understand the financial, operational, and legal requirements for starting and running a successful small business.

To prepare a complete, viable business plan including budgets and cash flows.

To understand and be able to apply marketing principals to the small business context.

To understand the role of market research and the marketing plan in the preparation of business plans.

To learn the principles and techniques of relationship selling, and to understand how these techniques may be applied in the small business setting.

To provide the student with the understanding of how the Canadian taxation system works, and how it may influence financial decisions.

COMPUTER LITERACY

Students must have a working knowledge of computers and computer software to successfully operate a small business or be employable in today's job market.

BEGINNER KEYBOARDING

Course Hours: 20

Course Description:

Keyboarding techniques, methods, and drills.

Course Goal:

To develop touch keyboarding skills and minimum typing speed of 25 nwpm.

MS WINDOWS VISTA

Course Hours: 10

Course Description:

Hands-on computer training with step-by-step instruction to learn the functions and techniques of the Windows operating system. Students begin with basic terminology and work through a series of labs and review exercises to master the system.

Course Goal:

To learn the commands and understand the concepts of the Windows operating system.

INTRODUCTORY MS WORD 2007

Course Hours: 30

Course Description:

Basic word processing techniques and formatting of business documents in Microsoft Word.

Course Goal:

To learn word processing with MS Word and become familiar with the program's features through hands-on computer training in the theories and practical applications of one of the most popular word processing programs. Step-by-step instruction and exercises ensure students have basic knowledge and skill in document preparation and formatting.

To learn how to format business correspondence.

MS EXCEL 2007 LEVEL 1

Course Hours: 30

Course Description:

Hands-on computer training with step-by-step instruction in Microsoft Excel, electronic spreadsheet. Students learn how to create and print basic spreadsheets for invoices, customer lists and inventory records.

Course Goal:

To learn to design, create, edit, and enhance spreadsheets with Excel.

MS POWERPOINT 2007 LEVEL 1

Course Hours: 10

Course Description:

Wherever the meeting--boardroom, classroom, courtroom--this is the modern way to captivate an audience and effectively make your point. Students receive hands-on computer training, with step by step instruction, to learn the features of Microsoft PowerPoint graphics presentation software.

Course Goal:

To learn to design, create, edit, and enhance graphics presentations on the computer.

MS OUTLOOK 2007

Course Hours: 10

Course Description:

To familiarize students with the many features of Outlook such as setting up a calendar to plan meetings and appointments, using the contact feature to store names, addresses, and other data, and accessing notes where you can formulate ideas and save reminders.

Course Goal:

To show the students how to use a personal information management system to organize their schedules and keep track of contacts.

BASIC WEBSITE DESIGN

Course Hours: 40

Course Description:

Hands-on computer training with step-by-step instruction in basic HTML editing. Students learn how to create well-designed webpages, and how to edit and format content using a WYSIWYG interface.

Course Goal:

To learn to design, create, edit, and enhance webpages with a WYSIWYG HTML editor.

INTERNET MARKETING

Course Hours: 50

Course Description:

This course teaches students the essential elements of Internet marketing. Classroom instruction is reinforced through examples and numerous exercises.

Course Goal:

To learn how to effectively market your business on the Internet.

BUSINESS MATH

Course Hours: 10

Course Description:

Through hands-on practice, students learn to perform commonly used business calculations. Topics covered include percentages and discounts, payroll calculations, simple and compound interest, and prorating. Emphasis is placed on understanding and estimating answers before using the calculator to determine whether or not the calculated answer is reasonable.

Course Goals:

To help students learn to perform a variety of business calculations.

BOOKKEEPING FUNDAMENTALS

Course Hours: 70

Course Description:

This course introduces students to the basic principles of accounting and how they apply to business. Emphasis is placed on the accounting cycle, which includes transaction analysis, journalizing, posting, adjusting entries, trial balance, statement preparation, and closing entries. Additional topics include payroll accounting, internal control, and notes receivable. Extensive hands-on accounting exercises throughout the course help students to acquire the problem-solving skills needed to apply accounting principles to real-world applications.

Course Goals:

To provide students with a solid understanding of accounting principles which can be applied to a variety of business settings.

To provide students with the accounting knowledge required to learn and use various computerized accounting software packages.

COMPUTERIZED ACCOUNTING

Course Hours: 50

Course Description:

Hands-on computer training in the most widely used small business accounting software, Simply Accounting. Features include General Ledger, Accounts Receivable, Accounts Payable (with Purchase Order tracking), Payroll, Inventory, and Project Costing.

Course Goal:

To be able to apply the fundamental accounting skills learned with Simply Accounting Software to manage the accounting needs of an office or small business.

RECORDS MANAGEMENT

Course Hours: 20

Course Description:

This course teaches critical skills for the efficient storage and retrieval of paper documents. The course begins with the standardized filing rules and procedures consistent with recommendations of the Association of Records Managers and Administrators, Inc. (ARMA). The rules and procedures are then applied through the completion of both text and hands-on exercises divided into five major segments: alphabetic, numeric, geographic, subject, and alphanumeric filing.

Course Goal:

To learn to apply standardized filing rules and procedures in an office environment.

BUSINESS COMMUNICATIONS

Course Hours: 50

Course Description:

This course teaches students the essential elements of effective communication: organization, syntax, grammar, spelling, punctuation, and diction. Classroom instruction is reinforced through examples and numerous exercises.

Course Goal:

To learn how to communicate effectively, for how we communicate with our friends differs from how we communicate with our clients—or, at least, it should if we hope to be regarded as professionals in the workplace.
To learn, understand, and apply the principles of Business English and be able to write clear, error-free prose.

OCCUPATIONAL HEALTH AND SAFETY

Course Hours: *20 (Includes 8 hrs for EFA/CPR)

Course Description:

Students are introduced to the Nova Scotia Occupational Health and Safety Act, their rights and responsibilities under the Act, along with potential hazards encountered by office personnel and precautions to ensure safety. . Ergonomic procedures for sitting, lifting, and equipment handling are discussed; and students also learn strategies for dealing with anger in the workplace. **In keeping with the Maritime Business College OHS Policy, all full-time students, who do not hold a valid Emergency First Aid CPRA Certificate, will receive training.*

Course Goal:

To provide students with the information necessary to ensure their safety and minimize risks while employed.

To insure every student is certified in Emergency First Aid and CPR.