

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
SCHOOL OF COMMUNICATION ARTS
FACULTY OF INFORMATION ARTS & TECHNOLOGY**

SUBJECT OUTLINE

PROGRAM:	Independent Digital Photography
SUBJECT TITLE:	Business I
SUBJECT CODE:	IDP 103
PROFESSOR:	Janet Symmons
E-MAIL:	XXXXX
OFFICE LOCATION:	SCA, room 2080 D
OFFICE HOURS:	Mondays: 12:45 – 2:15 Fridays: 12:45 – 1:15
CREDIT STATUS:	Professional
PREREQUISITE:	Admission to Independent Digital Photography program
PREREQUISITE FOR:	IDP 203 – Business II
SEMESTER:	Fall 2008

Subject Description

This is a general introduction to small business principles and practices. This course will introduce students to the world of record keeping, budgeting, financial planning, quotations and marketing strategies. Communication and presentations skills along with business ethics and values will be introduced.

Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Create a budget for equipment purchases;
2. Create a professional Request for Quotation document;
3. Demonstrate a good understanding of the components of a business plan
4. Demonstrate a basic understanding of taxation;
5. Demonstrate professional presentation skills to a wide variety of audiences.

Required Text

Your Guide to Small Business. The book is available as a PDF document at:

http://www.sbe.gov.on.ca/ontcan/sbe/downloads/yrguide/your_guide_small_business.pdf

Recommended Text, Reference Material and Tutorials

Handouts, forms, links and other material will be made available to students throughout the course.

Assignment Format

All written assignments must have a cover page with the following information: Title of the assignment, your name, date and class code and section. Number all the pages of your assignment and **staple the pages** together. All assignments must be double-spaced, in Times New Roman, 12-point font. This includes all titles and subtitles. DO NOT hit the “enter” or “return” key twice at the end of a paragraph – Once is enough. This is good journalistic and academic practice. (Hint: This outline has the proper spacing and font.)

Finally, if you hand in two copies of the assignment, one copy will be marked and returned to you along with a mark sheet. If you hand in only one copy, your assignment will not be returned to you, but you will receive a completed mark sheet.

Handing in Assignments

All assignments must be handed in at the beginning of the class otherwise you will receive an automatic F! If you are not present when called up for your in-class presentation (and have not notified me in advance with an accepted reason) you will also receive an automatic F!

Late Assignments

Your client would not accept a late project, and neither will your professor. Late assignments will not be accepted. All assignments are due during class on the specified date. Assignments received after the scheduled class time will be considered late. Late assignments will be penalized two marks per day. Assignments handed in over five days late will not be accepted. Because of the nature of the presentation, you must present on the due date. A presentation that is not presented on its due date will be marked as zero for all members of the presentation team.

Modes of Evaluation

Every assignment, test, or piece of work you do will be considered as a vehicle for evaluation. This includes your willingness to participate in class. Class participation requires your presence in the class. All will be considered for evaluation in assessing the final grade. This subject will consist of a mixture of lectures, demonstrations, student projects, presentation and discussions.

Your final grade for promotion will be calculated in the following manner:

Request for quotation	15%
Presentation	15%
Quiz	10%
Marketing plan	20%

Business plan	25%
In-class work	10%

All assignments emphasize your writing skills. Spelling, grammar, punctuation and writing skills are very important. Thus, you will lose marks for poor grammar and spelling. Do not rely on your computer's spellchecker as it is not always reliable and may miss simple mistakes. Proofread everything twice! You must use **Canadian spelling**. If in doubt, refer to a Canadian Oxford Dictionary published after 1999. You may wish to have a learning partner who will proofread your assignments in return for your proofreading services. **If your work contains copious amounts of spelling and grammar mistakes, you will receive a failing grade on the assignment regardless of the mark breakdown.** All hand-in assignments will include a mark for spelling and grammar.

Assignment handout policy

Assignment will be handed out two classes before the due date. Assignment specification sheets will not be posted on Blackboard and will be available only in class.

Grading policy

		<u>GPA</u>
A+	90% - 100%	4.0
A	80% - 89%	4.0
B+	75% - 79%	3.5
B	70% - 74%	3.0
C+	65% - 69%	2.5
C	60% - 64%	2.0
D	55% - 59%	1.0
F	0% - 54%	0

Class Participation

Many classes include presentations by students. All students are required to attend every class regardless if they or their team is presenting that day. Learning about business from other students is an important component to understanding how the industry works. Attendance is therefore an integral component of the course. Being present in body is important. Being present in heart and mind, such as participating in class discussions will have a beneficial impact on your marks. Being late for class will adversely affect your participation mark, as will any appearance of disrespect for others, such as talking, whispering and creating other types of disturbances, while the professor or another student is addressing the class.

Professionalism

A professional, business-like attitude is essential to succeed in today's highly competitive job market. Professionalism means having a positive attitude in class, demonstrated by excellent attendance, attentiveness in class, punctuality, participation and courtesy. Participation involves being present at the start of the class and participating in all class discussions and projects.

Dropping a Subject

It is the responsibility of the student wishing to drop this subject to notify the professor and the Office of the Registrar on/or before the deadline stated in the Student Handbook. A "Timetable Change Form" must be completed and signed by the MFD coordinator and delivered by the student to the Registrar by the deadline.

Student/Faculty Consultation Outside Classroom Hours

Students are encouraged to consult the professor with subject-related questions outside class time. To arrange a consultation at a mutually agreeable time, students should speak with the professor during regularly scheduled classes or in the professor's office or via e-mail.

Academic Regulations

Students are responsible for being aware of college regulations in the Academic Policy Handbook.

Cheating and / or Plagiarism

Section 8.9 - Seneca College Academic Policy

Cheating and/or plagiarism are offences that will not be tolerated by the College. Such offences occur when a student violates the procedures governing the administration of examinations, tests or other means of evaluating student achievement in a subject or program.

Student Appeals

Section 11 - Seneca College Academic Policy

You have the right to appeal academic decisions of the College. The procedures for informal and formal appeals are outlined in the College Academic Policy.

Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a **complete** file is submitted at the time of the appeal. **A lost assignment is no excuse.**

If a student disagrees with the evaluation of an assignment or with a final grade, **the student must first discuss the matter with the professor** in an attempt to resolve the disagreement. If the matter is not resolved, the student should discuss the problem with the chair of the School of Communication Arts.

For further information on appeals, please consult the Academic Policy Handbook.

As a student at Seneca College, you are expected to read the College Academic Policy and your College Student Handbook. Please note that this information is very important.

Student Rights and Responsibilities

Students should be aware of their rights and responsibilities. They should consult the Student Handbook.

Computing Acceptable Use Policy

All students in the School of Communication Arts are responsible for abiding by the college's Computing Acceptable Use Policy and for obeying provincial and federal laws and regulations regarding the use of computer equipment, facilities and networks. For further information, contact the Computing security Office at:

csso@learn.senecac.on.ca

Discrimination and Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall **not** be tolerated. Information and assistance are available from The Centre for Equity and Human Rights, Room 1079, Seneca @ York campus, 416-491-5050, ext. 3088. For more information on Student Rights and Responsibilities, please consult the Student Handbook.

Class Outline

Sept. 8	Review course outline and assignments Selecting a name and acquiring a business number
Sept. 15	What is a business plan and why do I need one? RFQs Presentation 1
Sept. 22	NO CLASS
Sept. 29	Creating a competitive advantage Presentation 2
Oct. 6	Analyzing the market and formulating a marketing plan Due: Request for quotation and Presentation 3
Oct. 13	Thanksgiving – NO CLASS
Oct. 20	Study week – NO CLASS
Oct. 27	Selecting the management team and forms of organization Presentation 4
Oct. 29*	Taxation and budgets Presentation 5
Nov. 3	Accounting statements and financial requirements
Nov. 10	Finding sources of financing Presentation 6
Nov. 12*	Pricing and credit strategies
Nov. 17	Promotion, advertising and sales Due: Marketing plan
Nov. 24	Legal issues Quiz
Dec. 1	The executive summary and the appendix of a business plan
Dec. 8	Due: Business plan

* Classes on October 29 and November 12 will be held in room S1209 at 2:25 to 5 PM. Please note that these are Wednesday classes.