



EFFECTIVE: MAY 2005

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. assess his/her potential for an entrepreneurial career;
2. describe the attributes, skills and knowledge required to successfully start-up and manage a new venture;
3. evaluate a business opportunity by conducting a feasibility study;
4. prepare a detailed business plan;
5. describe and evaluate the legal forms of business ownership; and select the most appropriate form of

5. Franchising:
 - . the franchise agreement
 - . evaluating a franchise opportunity
 - . establishing a franchised operation.

6. Location analysis/leasing:
 - . selecting a location
 - . analyzing a lease agreement
 - . buy vs lease decision.

7. Financing a business:
 - . sources of funds
 - . lending criteria
 - . negotiating a loan.

8. Managing a small business:
 - . Key issues in the areas of
 - marketing
 - financial
 - operations
 - human resources

9. Importing:
 - . getting started
 - . paying for goods
 - . Canada Customs
 - . tariffs
 - . Free Trade Agreement
 - . import documents for goods
 - . valuation: determining value for duty.

10. Exporting:
 - . to export or not to export?
 - . the market study
 - . making your first country visit
 - . exporting entry strategies
 - . promoting goods abroad
 - . export financing
 - . shipping goods: choosing the right transport mode.

11. The Export Process:
 - . five stages of exporting
 - . export research planning
 - . initial sales
 - . expansion
 - . investment abroad

12. Quotation and Order Processing:
 - . quotations
 - . order processing
 - . offers and counteroffers

13. Arranging for Payment:
 - . insurance
 - . financing

