



# Entrepreneurship and Small Business

## Saskatchewan Institute of Applied Science and Technology

### Objectives for Innovation

Web-based instruction enhanced by audio and video clips, live computer-based video- and audio-conferencing, and supported by print

### Intended Audience

Students in Applied Certificate in Business Planning and Entrepreneurship and Small Business Certificate programs  
 Entrepreneurs interested in owning and operating a small business

### Results Achieved

Multi-mode certificate-credit courses  
 Increased access to training necessary for developing small businesses  
 Flexible access for students across the province and at SIAST Woodland Campus

### Implementation

March 1999

### Academic Program Web Site

<http://www.siastr.sk.ca/~esb>

### Additional Benefits

Use of video, audio and e-mail to create an online learning community  
 Students value being able to complete and review their assignments online

The Entrepreneurship and Small Business program consists of small business planning certificate-credit courses offered via the web, some with print supplements. The curriculum is available on WebTester, an online instruction and evaluation platform developed by SIAST Woodland Campus. It is enhanced with links to related web sites, video clips, audio clips and testing. Students communicate with each other and the instructor through discussion groups and private e-mail facilities. Live video- and audio-conferencing is used when necessary.

The courses are designed to assist students in preparing a comprehensive business plan and developing some basic skills required to own and operate a small business.

Small business development is a major component of Saskatchewan's economic development strategy. A flexible, self-study format for distance learning helps to increase access for people who need adequate training in order to succeed.

Students completing all the courses earn an Applied Certificate in Business Planning and credit toward the Entrepreneurship and Small Business Certificate.

### Contact

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