BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME_____SMALL BUSINESS DEVELOPMENT_____

COURSE NUMBER____MKTG 1324____ DATE___JANUARY 1996_____

Prepared by____Marty Hershberg_____ Taught to__PART TIME STUDIES__

School_____Business_____ Program_____

Date Prepared____AUGUST 1994_____ Option_____

Term___ALL_____ Hrs/Wk____3____ Credits_____3_____

No. of Weeks_____12_____ Total Hours_____36_____

PREREQUISITES

NONE

COURSE OBJECTIVES

To teach the art of writing a bankable business plan and to help the students to be successful in their new venture.

EVALUATION

Assignment #1	15	%
Mid-Term Test	30	%
Assignment #2	15	%
Business Plan	40	%

NOTE: All assignments are to be typed and stapled or bound!!

REQUIRED TEXT(S) AND EQUIPMENT

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

COURSE SUMMARY

TYPE OF PEOPLE THAT TAKE THIS COURSE:

- The person just starting a business and wanting to know how to continue with some basic knowledge.

- The person that has a product or service and wants to know how to start his own business.

- The academic. The person who likes to learn about new things and enjoys school. This person will have to assume the position of #2 and pretend to start a new business.

- The person who works with a large company and they would like them to obtain some business knowledge in order to perform their job better.

LESSON	Material Covered	References
1	Course Introduction Choose a Business Choose a Professional	
2	The Market Define Your Product or Service Identify the Target Customer Define Your Target Market Assignment #1 Handed Out	
3	Marketing Direct Selling Mediums to Use in Selling	
4	Management Negotiation Assignment #1 Due	
5	Litigation and Bankruptcy Computers: Hardware Software	
6	Accounting Principals Setting up your own Books The Balance Sheet The Income and Expense Statement	
7	Mid-Term Test	
8	Financial Projections Assignment #2 Handed Out	
9	The Business Plan Elements of the Business Plan A Case Study Assignment #2 Due	
10	Looking for a Location	
11	Purchasing an Existing Business Franchising Financing Business Plan Due	
12	Review of the Course Marks Given Out	