

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME SMALL BUSINESS DEVELOPMENTCOURSE NUMBER MKTG 1324 DATE APRIL 1996Prepared by Marty Hershberg Taught to Part Time StudiesSchool Business Date Prepared SEPT 1995Term ALL Hrs/Wk 3 Credits 3No. 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	<u>15 %</u>
Mid-Term Test	<u>30 %</u>
Assignment #2	<u>15 %</u>
Business Plan	<u>40 %</u>

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

REQUIRED TEXT(S) AND MATERIALS

NONE

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

