

HK 16 1324

SEP 18 2003

# **British Columbia Institute of Technology**

**School of Business, Department of Marketing Management**

## **Course Outline** **Small Business Development** **June 1997**

Instructor: Brian Giffen  
Office: IBM 308  
Telephone: 451-6766  
Office Hours: by appointment  
Class: 9-12, 1-5 June 9-13

### **Course Objectives**

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After successfully completing this course, the student will be able to:

- \* understand whether a new venture concept has sufficient potential market demand, product/service provision capacity, management skills and financial commitment to represent a valid business opportunity
- \* apply the components of a business plan including the fundamental steps of a business start up to a specific venture opportunity
- \* select the most realistic form(s) of financing for a small business
- \* understand the fundamental considerations and issues involved in the decision to purchase a franchise or an existing business

### **Instructional Approach**

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Being able to apply information and skills rapidly and efficiently to real life situations is a cornerstone of success in a small business.

JUN 05 1997

### Class Time

Most classes will follow this schedule

9.15 -10.45	Lecture
10.45 - 12.00	Case Study
12.00-12.15	Individual Consultation
12.15 - 1.00	Lunch
1.00 - 2.30	Lecture
2.30 - 4.30	Case Study
4.30-5.00	Open Lab for Completing Assignments

### Required Text

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There is no text in this course. I suggest than anyone interested in starting or growing a small business pick up **INC.**, a monthly magazine that provides exceptionally useful coverage of small company issues.

A set of key cases will be handed out in the first class. **DO NOT LOSE THIS MATERIAL.** All print material will be handed out **ONCE** only: if you miss the hand out due to tardiness, lack of attention or any other reason, you should copy a fellow student's material.

### Evaluation Structure

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<i>Evaluation</i>	<i>Value</i>	<i>When</i>
Final Examination	90%	June 14, 3.00 - 5.00
Participation/Attendance	10%	ongoing

### *Schedule*

Date	Material Covered	Lab Case	Video
Monday morning	Opportunity Analysis 1 Market	Two Buddies	Chip Guys
Monday afternoon	Opportunity Analysis 2 Management and Money	Tale of the Tapes	Hockey Net
Tuesday morning	Business Plan 1	Laurel Grove	Earth Noise
Tuesday afternoon	Business Plan 2	Delivering the Kids	Sports Entertainment
Wednesday morning	Business Plan 3	"Kenny"	
Wednesday afternoon	Financing 1	Picture This!	Glove Lady
Thursday morning	Financing 2	Copyproof Paper(A)	Park Pal
Thursday afternoon	Franchising		
Friday morning	Buying a Business	Campground for Sale	
Friday afternoon	Catch Up / Final Examination	Final Examination	